

FARZIN PEZESHGHI

Senior Product Designer & Design Engineer | Design Systems

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Core competencies: End-to-end product design · Design Engineering · Design-to-code (Flutter, React, HTML/CSS/JS) · Design systems · AI-assisted design · Accessibility (WCAG)

Senior Product Designer & Design Engineer with 10+ years driving conversion growth, product adoption, and design efficiency across fintech, insurtech, AI, and SaaS platforms. Delivered a 25% average conversion rate improvement across product lines at Azki.com, a 50%+ campaign conversion lift at Moment Sport, and took an AI-powered retail product from 0 to App Store launch at Recommence. Experienced leading design teams, scaling design systems from scratch, and bridging the gap between design and engineering through production-ready code across Flutter, React, and HTML/CSS/JS.

EXPERIENCES

Recommence, London, United Kingdom – Senior Product Designer & Design Engineer

Recommence builds product discovery experiences for fashion retail (B2C, B2B and B2B2C)

January 2024 – May 2026 (Part-time)

- Co-founded Recommence and led product design for Shoppermo, taking an AI-powered retail discovery product from 0-to-1 concept through research, UX strategy, UI design, implementation and App Store release.
- Defined end-to-end shopper and retailer experiences across mobile app, discovery flows, onboarding, retailer-facing workflows and early dashboard concepts.
- Validated product direction through mixed-method research with 50+ participants and a 5-store Glasgow pilot, translating insights into product priorities and iteration cycles.
- Built production front-end experiences using Flutter, React, HTML, CSS and JavaScript, reducing design-to-development friction and enabling faster product experimentation.
- Owned founder-level responsibilities across roadmap prioritisation, market validation, go-to-market exploration, business planning and delivery.

Azki.com, Tehran, Iran – Design Team Lead

Azki.com is Iran's leading insurtech and insurance aggregator, helping 8M+ users compare, buy, and manage insurance products across B2C and B2B markets.

August 2023 – November 2024

- Led product design and design system for Azki's 3 products and 5 ventures.
- Managed and mentored a 5-person design team across product design, UX writing, and visual design, improving collaboration and reducing cycle time by 34%.
- Led research and discovery across 80+ interviews/usability tests and 13 surveys, uncovering key pain points and informing 12 new features across complex insurance and financial journeys.
- Partnered with product, engineering, and business stakeholders to translate user needs, business goals, and technical constraints into shipped solutions, contributing to an average 25% improvement in conversion rate across product lines and flows.

Azki.com, Tehran, Iran – Senior Product Designer

January 2022 – August 2023

- Designed and scaled a multi-product design system with 100+ components, supporting 5 ventures across Azki's insurance and financial ecosystem.
- Improved design-system adoption through component documentation, usage guidelines, specifications and structured design-to-development handoff.
- Redesigned high-impact acquisition and account journeys, driving +21% comparison-page conversion rate, +37% sign-up/sign-in performance and +17% average improvement in product-line discovery.
- Planned and executed SUS evaluations across 5 product lines, translating usability findings into a prioritised improvement roadmap.
- Collaborated with product managers and engineers to improve complex comparison, authentication and product discovery journeys across responsive web and mobile experiences.

Weblite, Tehran, Iran — Senior Product Designer

Weblite was a B2C communication and education platform with 1M+ users and 50K+ daily active users.

January 2018 - August 2021

- Joined as founding product designer, partnering with cross-functional stakeholders to shape Weblite from early concept into a large-scale Persian-language education and communication platform with 1M+ users and 50K+ daily active users.
- Created a complete messenger system and 18 built-in micro-apps covering 25+ core features across desktop and mobile..
- Led 20+ cross-functional research activities: interviews, surveys, and usability tests, contributing to an estimated 38% improvement in user retention and active usage.
- Built a Weblite design system with 55 components, design principles, and full documentation, improving consistency, scalability, and developer handoff across the product.

EARLIER EXPERIENCES

Sarv Art Centre, Tehran, Iran — Founder & UI/UX Designer

Sarv Art Center was a B2B UX/UI design consultancy serving companies and private-sector clients.

December 2014 - March 2019

- Founded and operated a UX/UI design consultancy, delivering 5 mobile apps and 50+ websites/web applications.
- Managed client relationships and end-to-end design delivery, achieving 91% client satisfaction through practical, usable, and visually coherent digital solutions.

ChiCheraa, Tehran, Iran — UI/UX Designer

B2C AI shopping tool for smarter product recommendations and purchase decisions.

November 2016 - December 2018

- Redesigned product discovery flows and interface patterns for an AI-powered shopping recommendation engine, improving user matching accuracy and reducing drop-off in the recommendation funnel.

Sepideh Danaei, Tehran, Iran — UI/UX Designer

Sepideh Danaei is a psychology and mental-health education publication.

July 2015 - June 2016

- Designed user flows and interfaces for psychological testing, results review, psychologist communication, and treatment-start workflows, improving clarity, trust, and accessibility across sensitive user journeys.

780, Tehran, Iran — UI/UX Designer

780 is a financial services platform offering B2B online payment gateway experiences to 5M+ users.

July 2014 – September 2014

- Designed end-to-end user flows for a B2B payment gateway serving 5M+ users, reducing checkout friction across financial transaction journeys.

ADDITIONAL EXPERIENCES

Moment Sport, Tehran, Iran – Product Design Consultant

Moment Sport is a B2C football fan and sports NFT marketplace platform with 500K+ users.

November 2024 – June 2025 – Contract

- Built the product design function from scratch, establishing core processes and hiring and mentoring 2 designers
- Improved campaign conversion by 50%+ and made design-to-development 2x faster through stronger flows, messaging, and design-system work.

PP, Tehran, Iran – Product Design Instructor

PP is a leading Iranian product education institute with 3k+ students

October 2024 – July 2025

- Planned and delivered practical product design training for 60 design students and supported 90 product management students across UX research, product strategy, prototyping, design systems, usability testing, and agile workflows.

EDUCATION

- Shahed University, Tehran, Iran – Bachelor of Computer Engineering – top 10% ranking

RELEVANT CERTIFICATIONS

- Human Centred Design – University of California, Coursera
- User Centred Design – University of Minnesota, Coursera
- Enterprise Design Thinking – IBM

SKILLS

Design & UX: End-to-end product design, interaction design, information architecture, user flows, wireframing, prototyping, mobile-first design, responsive design, accessibility (WCAG)

Research & Validation: User research, usability testing, personas, journey mapping, A/B testing, heuristic evaluation, research synthesis, product validation

Development: Flutter, React, HTML, CSS, JavaScript, Git, GitHub, coded prototypes

Tools: Figma, FigJam, Miro, Maze, Hotjar, Clarity, Metabase, GA4, Adobe Illustrator, Adobe Creative Suite

Design Systems: Component libraries, design tokens, pattern libraries, design documentation, developer handoff, cross-product consistency, Storybook

AI & Automation: AI-assisted design, prompt engineering, ChatGPT, Claude, GitHub Copilot, workflow automation

Leadership: Design leadership, cross-functional collaboration, stakeholder management, agile UX, OKR planning, team mentoring, workshop facilitation, design critique

Domains: Fintech, SaaS, e-commerce, AI products, insurtech, entrepreneurship

LANGUAGES

English: C2 – Persian: C2 – Turkish: B1 – Arabic: A1