

Parya Bahrami

Product Designer

SaaS & Enterprise Products | Product Thinking | Design Systems | AI-Native Product Design

Tehran, Iran | +98 991 727 4180 | paryabhrmi@gmail.com | linkedin.com/in/paryabhrmi | Portfolio:paryabahrami.ir

SUMMARY

Product Designer with a Software Engineering background and 3+ years of experience shipping SaaS, enterprise, and AI-powered products across B2B, B2C, and internal platforms. Specialized in turning ambiguous business problems into scalable product experiences through product discovery, UX research, design systems, information architecture, and data-informed decision-making. Experienced in partnering with PMs and engineers to improve conversion, operational efficiency, usability, and delivery quality.

EXPERIENCE

Directam (Aug 2025 – May 2026)

Product Designer / Founding Designer | Full-time

SaaS Social Media Management Platform

- Established the first scalable product design foundation by creating an end-to-end design language across website, SaaS dashboard, and marketing surfaces, replacing inconsistent UI patterns across 3 customer touchpoints.
- Built a production-ready design system with 100+ Figma components, variables, tokens, and governance guidelines, reducing design revision cycles by 40% and improving engineering handoff consistency.
- Stood up the first research-ops pipeline from zero (Clarity, Mixpanel, Dovetail, CRM), **achieving 71% B2B and 69% B2C survey completion** across two concurrent cycles, converting interviews into shipped product decisions.
- Improved annual subscription conversion by **25%+** by identifying pricing friction through heuristic analysis, user interviews, and A/B experiments, leading to a redesigned conversion journey.
- Designed and prototyped an AI-assisted consultation experience from concept to production using Cursor and engineering knowledge, accelerating validation without additional development bandwidth.
- Led JTBD discovery across 3 user segments for an AI comment-automation feature, delivering a segmentation model and data schema **adopted directly by engineering and removing a full discovery sprint** from the roadmap.

Dadehnama / Airplus (Jun 2024 – Aug 2025)

Product Designer | Full-time

Online travel booking platform · B2C / B2B / ERP

- Owned end-to-end design as the sole designer across 5 product surfaces (search, checkout, agency management, admin, ERP), serving B2C travelers, B2B agents, and internal ops simultaneously.
- Narrowed a 12-item backlog to the 3 highest-impact priorities by triangulating 6+ stakeholder interviews, Clarity behavioral analysis, and heuristic evaluation into a shippable plan.
- Collapsed 3 redundant information layers out of search-and-results by running JTBD analysis and journey mapping across 4 booking scenarios, realigning flows to each user type's mental model.
- Unblocked B2B growth by shipping a flexible tour-configuration system for variable booking logic, enabling all 4 partner agencies to self-configure complex tour packages and closing a capability gap flagged by competitive analysis.
- Held zero design-side sprint delays across 8+ consecutive sprints by leading design-review and stakeholder-alignment sessions, and shipped mobile-first, responsive conversion-funnel flows and campaign landing pages across B2C and B2B — improving mobile conversion by an estimated ~15%.

Saltvision / Vysora (2024)

Product Designer | Contract | Remote, Belgium | 3D Visualization & Configurable Product Platform

- Led UX strategy and system architecture for a **0-to-1 configurable product platform**, designing a single schema-driven modular system that serves **5 distinct user types** and deploys across industries without rebuilding core flows.
- Shipped multi-level configurator modes, from lightweight viewers to advanced 2D/3D preview with material customization and save/load states, by prototyping in Framer and validating through iterative design-critique cycles.
- Reduced configuration effort for new industry deployments by designing a reusable, data-driven component library that adapts across product categories and brand contexts.

Seenova (2025)

Product Designer | Contract | Tehran | Creative Communication Agency

- Reduced drop-off at key decision points by rebuilding the agency website with a product-led, content-first approach that restructured IA and navigation for service clarity.
- Differentiated the brand through Rive-based interaction patterns while keeping **WCAG 2.2 accessibility and Core Web Vitals** performance intact.
- Enabled the Webflow team to implement autonomously with **zero ongoing design support** by shipping V1 alongside a reusable Figma Make component library and full dev-handoff documentation.

Jeebeto (2023)

Product Designer | Freelance | Voice-Driven Personal Finance Product

- Designed end-to-end UX for a voice-driven personal-finance product by translating JTBD research and journey mapping into conversational flows, wireframes, and high-fidelity UI.

Roominest (2023)

Product Designer | Freelance | BigBlueButton Classroom Management Panel

- Designed a responsive classroom-management panel covering scheduling flows, admin controls, and multi-role participant management for BigBlueButton-based virtual classrooms

CORE SKILLS

Product Design: Product Discovery, Information Architecture, Interaction Design, UX Writing, Wireframing, Prototyping, Conversion Optimization

UX Research & Analytics: User Interviews, JTBD, Journey Mapping, Usability Testing, Heuristic Evaluation, A/B Testing, Behavioral Analytics

Design Systems: Figma Variables, Design Tokens, Component Libraries, Auto Layout, Variants, Documentation, WCAG 2.2 Accessibility

AI Product Design: AI-Native UX, Conversational Interfaces, AI-Assisted Workflows, Prompt-Based Prototyping, Cursor

SaaS & Enterprise Design: B2B/B2C SaaS, Dashboards, Admin Panels, ERP Systems, Role-Based Workflows, Operational, functional Collaboration

Tools: Figma, FigJam, Framer, Rive, Webflow, Figma Make, Clarity, Mixpanel, Amplitude, Tableau, Maze, Dovetail, Zeplin, Adobe XD

EDUCATION

B.Sc. Software Engineering (Sep 2020 – May 2024)

Shahid Ashrafi Esfahani University

Relevant coursework: Systems Design · Human-Computer Interaction · Data Structures · Software Architecture

LANGUAGES

Persian: Native

English: Professional Working Proficiency