

Amirhossein Shamlou

Head of Design / Senior Product Designer

A human-centric, analytical and natural-feeling approach digital designer that loves to create a better digital world. Improving the usability of international, multi-lingual products that serve millions, by continuous discovery habits.



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Experience

Oct. 2021 - Currently

Head of Product Design Eversports (Vienna, Austria)

Sport Booking platform - Web, Mobile, Corporate

- Screened, interviewed, and assisted more than 100 product designers and helped 20% of them reach the final stage.
- Minimum 4 weekly user interviews & usability tests for product improvements and finding new opportunities
- Designing Web, Mobile, Corporate products UI and UX simultaneously and achieving consistent Design system between all
- Successful impact on all quarterly goals and improved UX metrics by a very noticeable amount. (Ex. SUS metric from 63 to 90+)
- Ownership of all quarterly discovery goals and contributing to company strategy and product vision

June 2020 - October 2021 (1 year 5 months)

Head of Product Design Shab (Tehran, Iran)

Accommodation Booking platform (BnB) - Guest and Host Side + B2C and B2B

- Shaped a product vision and better UX operations which helped increase revenue by 77% during Covid-19
- Increased Unique purchases by 17% by ideating and implementing better UX features and landing pages
- Decreased Web Bounce Rate by 75.33% (8.27% vs. 33.53%)

April 2019 - June 2020 (1 year 3 months)

Head of Design / Senior Product Designer Nizek (Tehran & Kuwait)

Digital design and development agency - Third-party app and web design

- Managing a team of local & international designer via Kanban & Scrum
- Engineering innovative & user-friendly flows and interfaces and experiences
- Creating, updating, and keeping a healthy product backlog
- QA & Checking the team's work for handing off a perfect product

July 2014 - March 2019 (4 years 9 months)

Senior UI/UX Designer Sefid.NET (Tehran, Iran)

Digital design and development agency - Third-party app and web design

- Gathering & updating client's product feature lists & ensuring product quality
- Design and engineering UI & UX for third-party client websites and apps

July 2010 - June 2014 (4 years)

Junior to Mid-level UI/UX Designer Rasm.io (Tehran, Iran)

Official company and business listings and information platform

- Working on early stages of a startup now known as Rasm.io
- Designing user-interfaces for in-house websites and apps

December 2009 - October 2021 (11 years 11 months)

Freelance Designer AhsDesign.ir / Ashfolio.ir

My freelance and showcase portfolio for design projects

Skills

+ UX Design	SENIOR
+ UI Design	SENIOR
+ Prototyping	SENIOR
+ Visual Design	SENIOR
+ User Tests	SENIOR
+ Usability Tests	SENIOR
+ Discovery	SENIOR
+ Motion Design	MID-LEVEL
+ HTML & CSS	MID-LEVEL
+ 3D Design	ASSOCIATE

Education

2012-2018

Hardware Engineering (B.Eng)

QIAU - Qazvin, Iran

Languages

+ Persian / Farsi	Native
+ English	Fluent

Tools

+ Figma	SENIOR
+ Miro	SENIOR
+ Photoshop	SENIOR
+ Illustrator	SENIOR
+ Amplitude	MID-SENIOR
+ Google Analytics	MID-SENIOR
+ After Effects	ASSOCIATE