FARNOOD FOROUDI

Senior Product Designer with 12+ years of experience delivering user-centric solutions that drive growth and improve customer engagement. Expertise in design leadership, behavioral design, and building scalable digital platforms. Proven track record of increasing engagement rates, improving usability, and leading cross-functional teams to deliver impactful solutions.

Senior product designer based in Amsterdam, The Netherlands

Portfolio: https://farnood.me

Email: foroudi@gmail.com

LinkedIn: linkedin.com/in/farnood

Experience

Booking.com – Senior Product Designer, Marketplace

Jan 2022 - Present | Amsterdam, The Netherlands

Contributed to transformative work-streams within the Genius Loyalty Program, directly enhancing user retention and satisfaction:

- **Redefining the Account Experience:** Led the design efforts to overhaul the Booking.com account area, creating a cohesive and scalable platform for all account-related information. Achieved a 70% increase in user engagement with Genius.
- **Driving Growth with Behavioral Design:** Led UX growth initiatives aimed at boosting Genius sign-ins and account creations across verticals. By applying behavioral design principles, I helped craft seamless and intuitive sign-in and account creation experiences.

Monese – Senior Product Designer, Onboarding Journey

Aug 2019 - Dec 2021 | Tallinn, Estonia - London, England

- Designed an innovative address verification process utilizing geolocation technology, resulting in a seamless and efficient user experience increasing geo-verified users to 65% (from 21%).
- Streamlined the Know Your Customer (KYC) process for users, reducing costs by optimizing costly steps and delivering cost savings for the organization.
- Designed a user-friendly onboarding experience for French local users, elevating the user experience and ensuring a high level of customer satisfaction.

Alibaba Travels – Head of Product design, Mobile Applications

Feb 2019 - Aug 2019 | Tehran, Iran

- Led a complete mobile app redesign from concept to release, resulting in a 50% order share within one year and 1 million installs four months after full release.
- Reduced customer support calls tagged as app issues through improved design and user engagement.
- Piloted marketing automation tools across apps, driving personalized user experiences.
- Built the design team by hiring and mentoring top talent.
- Initiated Alibaba's Design System project company-wide, ensuring consistency across platforms.

Kian Digital – Product Design Lead

Feb 2018 - Feb 2019 | Tehran, Iran

- Led the design and launched the entire first version of the Mobile Banking application with full Onboarding and Payment flows.
- Led the team of 4 product designers to design the early concepts of investment banking, mobile banking and payment platform mobile applications.
- Contributed to the brand's identity and marketing campaign's design, flows and growth strategies.
- Hired and led a team of product designers, building the company's first design team.

Education

B.S Software Engineering
Shomal University
Amol, Iran

Skills

Product Design: Design Thinking, Agile & Lean UX, Cross-functional Collaboration, Stakeholder Management, Product Roadmapping, End-to-End Product Design, Data-Driven Design, Usability Testing, User Research, Customer Journey Mapping

Design Leadership: Strategic Thinking, Mentorship, Vision and Direction Setting, Problem Framing, Scalability in Design, Prioritization Frameworks (e.g., RICE, MoSCoW)

Growth Strategies: User Growth, Retention Metrics, Conversion Rate Optimization (CRO), NPS Improvement, A/B Testing

Tools

Figma, Sketch, Adobe Creative Suite, ProtoPie, Principle, Flinto, Origami, Zeplin, Mixpanel, MindNode, HTML, CSS, Webflow

Interests

Emerging technologies in UX (AI/ML, AR/VR)
Ethical Design and Behavioral Science
IoT User Experiences and Home Automation

Recognition

IWMF — 6 time winner, Best website and application design
UX IRAN — Best UX Design Award for Digikala Apps

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Experience

Dunro City Guide – Head of Product Design

Sep 2015 - Feb 2018 | Tehran, Iran

- Formed and managed the design team expanding the work across multiple work-streams and product teams
- Worked closely with the CEO and Head of Product to define the product strategy and roadmap.
- Designed an advanced framework for the parent company's sales and marketing team to design and publish the advertisement in Dunro advertising platform.
- Led the product design initiatives to introduce an engagement engine with a gamification core, doubling the engagement rates of users within the app.
- Collaborated with the re-branding and marketing campaigns of Dunro, building the ATL and BTL campaigns across the city.

Digikala.com – Product Designer

May 2015 - Sep 2015 | Tehran, Iran

- Designed the new mobile applications for iOS and Android platforms based on user research and a data-driven approach. Introduced the new navigational interface and homepage information architecture.

Seeb Mobile Technologies – Co-Founder and Product Designer

Oct 2013 - May 2015 | Tehran, Iran

- Co-founded one of the most successful product development agencies in Iran.
- Designed and led the projects for more than 8 award-winning apps and dozens of other websites and apps for top Iranian companies.
- Designed and developed the first Iranian App market with an innovative payment solution.
- Designed Tehran's air-quality monitoring app, winning the App of the Year award.

MAPNA Group – UI/UX Designer

Oct 2012 - Sep 2014 | Tehran, Iran

- Designed B2B and enterprise portals for the company.
- Designed and developed the company's public-facing website.
- Designed the company's workflows on Microsoft SharePoint.
- Designed the internal HR app for managing the network of the company's remote projects around the world.