# Hamed Rahimzadeh

## Senior Product Designer

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### SUMMARY

Senior Product Designer with 7+ years of experience designing complex, data-driven products across B2B and B2C platforms. I specialize in translating technical systems into intuitive, scalable product experiences, including AI-powered and real-time solutions used by millions.

### EXPERIENCE

**Senior Product Designer / Co-Founder — NAV Studio**
Jun. 2023 – Present

- Co-founded and led a strategic design consultancy  delivering end-to-end product solutions for high-growth startups in AI, e-commerce, healthcare, and logistics.
- Reduced logistics task completion time by **24%** through strategic dashboard and data visualization refinement.
- Designed cross-platform workflows connecting Salesforce with proprietary operational systems.
- Elevated e-commerce discoverability, achieving a **32%** lift in positive feedback for search and filtering efficiency.

**Senior Product Designer — Infront X / Next League**
Sept. 2021 – Jun. 2023

- Designed real-time sports experiences (multi-view, AR, live data visualization and in-game analytics) used across leagues including the NFL, NBA, NHL, and Formula 1, in collaboration with Verizon.
- Developed and maintained comprehensive design systems for various products.
- Conducted user research and usability testing for Fandom design team to generate new features that already increased the conversion rate by **18%**.

**Product Designer — Gnowise**
Apr. 2021 – Sept. 2021

- Led redesign of the Gnohome search experience, increasing inquiry conversion by **19%** and helping users find relevant properties **29%** faster.
- Enhanced the user experience of the AI-powered predictive analytics model through qualitative and quantitative research.

**Product Designer — FitMyLife**
Dec. 2019 – Apr. 2021

- Owned the end-to-end design strategy for a health and fitness platform, resulting in a **26%** increase in conversion and **19%** increase in retention.
- Optimized mobile performance by identifying UX bottlenecks, contributing to a **43%** reduction in load times and improved user satisfaction.

**UX/UI Designer — Elite Digital Inc.**
Apr. 2018 – Nov. 2019

- Designed enterprise-level digital products for blue-chip clients including Merck, Eli Lilly, Rogers, and PepsiCo ensuring **100%** compliance with **WCAG 2.1** and **AODA** standards for global user bases.
- Redesigned McMaster University department websites and introduced new design system components, increasing consistency across properties and accelerating delivery by **33%.**

### SKILLS

UX/UI
Information architecture
Design System
User Research
Interaction design
Visual design
Wireframing
Prototyping
Usability testing
Data visualization
HTML/CSS

### TOOLS

Figma
Adobe Creative Suite
Claude Code
Sketch
Principle
Zeplin
Lovable

### EDUCATION

**Graphic Design**
**George Brown College**
Sept. 2014 – Apr. 2017

### INVOLVEMENT

**Product Design Mentor**
Career Mentorship Program
**George Brown College**
Sept. 2023 - Jul. 2024