Contact

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Top Skills

Design Management
Leadership
Cross-functional Team Leadership

Certifications

User Experience : The Bigenner's Guide
User Research – Methods and Best Practices
Design Thinking: The Beginner's Guide
IELTS
Google Analytics Fundamentals

Atefe Rahdan
UX Design Lead at Divar
Iran

Summary

I am a data-informed User Experience designer, thrilled about humanizing technology and designing digital products with a systematic, user-centered, and collaborative approach to design. With 6+ years of Product Design experience, I assist companies in building user-centered design processes, participate in creating product strategies, and help designers grow and be on their A-game :)

Experience

Divar
3 years 10 months

UX Design Lead
October 2022 - Present (1 year 8 months)
Tehran, Iran

Divar is is Iran's leading online classified ads platform with 53+ million users. I lead the UX Design chapter of the company, playing a crucial role in not only achieving business goals but also in fostering a culture of continuous growth, adaptability, and effective collaboration.

- Lead some of the company's most impactful projects
- Mentored and coached designers, fostering growth, and supporting their tailored growth journey to reach full potential
- Managed the hiring process and allocated resources to optimize team efficiency and productivity
- Ensured seamless alignment of design processes and decisions across multiple product teams, fostering a unified and collaborative approach
- Created Divar's design ladder, offering clarity and implementing calibrated evaluation methods for collaborative and unbiased assessments
- Successfully navigated the design team through organizational transitions, restructuring, periods of growth, and even downsizing

Lead UX Designer
July 2021 - September 2022 (1 year 3 months)

- Designing and shipping high-quality product features
Working closely with our product managers and UX researchers to identify user pain points, new product- opportunities, and strategies
- Empowering and aligning designers of the team
- Hiring and onboarding new designers

UX Designer
August 2020 - July 2021 (1 year)
Tehran, Iran

- Designing earnest payment feature to help users make safe transactions and decrease scams (impact is still being measured)
- Designing a user-centered category taxonomy for the platform by conducting a comparative analysis, card sorting, and tree testing (470% SEO average monthly impressions increase, 15% product findability increase, and 5% bounce rate of product listings decrease so far)

باسلام | Basalam
1 year 11 months

Product Design Manager
July 2019 - August 2020 (1 year 2 months)

- Managing the teams of user experience design, user interface design, and user research
- Hiring and mentoring new members of the team
- Building an internal feedback loop to better use customer and employee feedbacks
- Building Basalam's first design system with design, branding, and development teams

Product Designer
October 2018 - August 2020 (1 year 11 months)

- Redesigning the homepage (40% increase in page visit rate, 50% increase in page retention rate, XXX IRRs added monthly sales)
- Redesigning the checkout funnel using usability and A/B testing (2% conversion rate increase and 6% cart abandonment rate decrease)
- Designing a user-centered category taxonomy by conducting comparative analysis and information architecture testing (card sorting and tree testing)
- Improving the menu navigation of the website and application using information architecture testing (card sorting and usability testing)

- Designing the advertisement system of BaSalam using comparative analysis, best practice research, and prototype testing
- Creating a solid customer acquisition channel by designing a referral program

Joorchin (Web design full service agency)
Product Designer
November 2017 - October 2018 (1 year)

- Designing and shipping unique, user-centered interfaces and experiences working closely with the researchers, developers and clients in a web design full service agency building digital products for early-stage startups and companies

navak
Frontend Developer
December 2016 - November 2017 (1 year)

- Implementing visual elements of a service website application using HTML5, CSS, JavaScript and jQuery

SibCo
Back End Developer
August 2015 - December 2016 (1 year 5 months)
Esfahan Province, Iran

- Successfully building a tourism website for reserving tours and hotels from scratch and collaborating with internal teams to produce software design and architecture, using languages and technologies of the .NET framework

Parsis Co
Tour Guide
2014 - 2016 (2 years)
Iran

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Education

The Interaction Design Foundation
Human Computer Interaction · (2020 - 2020)

Docent Academy
Human Computer Interaction · (2019 - 2020)

Shahrekord University

Bachelor of Software Engineering, Computer Software
Engineering · (2015 - 2018)

Arasbaran Tourism Institute

International Tourism Guiding   · (2017)