

Contact

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Top Skills

Leadership

Product Road Mapping

Product Design

Mona Shahbeiki

Head of Design

Tehran, Tehran Province, Iran

Experience

Hamrahe Aval (MCI)

4 years 4 months

Head of Design

September 2023 - Present (1 year 2 months)

In my role, I lead a team of product and visual designers, and I am responsible for guiding them through the design process. I also focus on aligning the design strategy with the goals of each product team and maintaining a design system for Android and web across 5 products. Additionally, I develop strategic plans for the team and individual products, utilizing OKRs and KPIs to improve usability, reliability, functionality, engagement, and retention. I follow a sprint-based approach and validate designs to ensure alignment with product goals based on user feedback. Currently, I am leading the design team in the development of 5 different products. Lastly, I foster a knowledge-sharing community in the office. Overall, my role combines leadership, strategy, and collaboration to drive effective design outcomes.

Product Design Chapter Lead

June 2022 - August 2023 (1 year 3 months)

In the Zarbin program, my primary responsibilities included managing application and service layout, overseeing the design system, leading colleagues, and collaborating with 10 product managers. We utilized an agile project methodology, and I allocated tasks to my team related to visual, product, and design systems to ensure that we met deadlines.

Product Designer

July 2020 - June 2022 (2 years)

Iran

In my role as a product designer, I contributed to various small projects within the company, all related to a subset called Zarebin. Working alongside a team of four members and a leader, we focused on creating a comprehensive design system for both web and Android platforms. Since we had a cross-functional team, we worked on different parts of Zarebin. Specifically, I worked on the Image service, bazar service, and intelligent response, which is the main feature and rich snippet designed to solve problems related to region

and language, such as time, weather, movies, travel, TV, books, translation, tickets, and shopping.

In this way, we were able to increase engagement time by 20%.

Freelance

UI/UX Designer

January 2020 - July 2020 (7 months)

After working at Respina, I chose freelancing for eight months. During this time, I worked on two projects, "Ribbon" and "Asalt".

Ruban is a beauty online store. When working with stakeholders, they wanted the social media nature of the magazine to drive users to buy through group loyalty payments by reviewing products.

To meet their needs, I designed RUBANGRAM. This feature allows users to post and share purchased products in the magazine. It also provides an opportunity to comment, discuss, review, and validate the product with other users who like the same product.

Asalt is an antique store that buys and sells antique items. It has features like merchant dashboard, smart shipping, delivery payment, auction and bidding.

Respina Networks & Beyond

UI/UX Designer

November 2019 - January 2020 (3 months)

Tehran Province, Iran

At Respina, our goal was to create a product for mobile apps and desktops that have VOIP physical telephone functionality. Initially, we used this product within our own company, but we also intended to sell it. To develop it, I gathered user requirements by conducting surveys and interviews with the product's target audience and then created the first MVP.

noxel tech

UI/UX Designer

August 2016 - October 2019 (3 years 3 months)

I collaborated with cross-functional teams to develop brand and visual designs and managed interface design execution from concept to hand-off. Our main project was "FRIKADELL," and we worked on many other small projects.

school

Art Teacher

October 2009 - April 2010 (7 months)

Tehran

Education

Malard University

Computer Software Engineering · (2009 - 2013)