

Atena Momeni

UX/UI Designer | Product Designer

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Work authorization: Red-White-Red Card Plus (unrestricted)



PROFILE

UX/UI Designer and Product Designer with 10+ years of experience designing digital products, dashboards, web platforms, and user-centered experiences across fintech, investment, e-commerce, and data-intensive environments. Strong background in user flows, information architecture, interaction design, usability, and conversion-focused improvements. Hands-on in Figma, wireframing, interactive prototyping, design systems, and close collaboration with developers, business stakeholders, legal, marketing, and operations teams. Known for translating complex business needs into practical and clear user experiences.

CORE EXPERTISE

- **UX & Product:** UX design, product design, interaction design, user flows, journey mapping, information architecture, workflow design, dashboard design
- **Research & Discovery:** stakeholder interviews, discovery sessions, user interviews, usability testing, pain-point analysis, requirement translation
- **UI & Prototyping:** wireframes, interactive prototypes, responsive design, mobile-first design, accessibility in practice, design systems
- **Collaboration & Delivery:** cross-functional collaboration, design handoff, iterative product improvement, working closely with developers and business teams
- **Tools:** Figma (daily), Adobe XD, Google Analytics (basic interpretation), Microsoft Office

PROFESSIONAL EXPERIENCE

Product & UX Lead

Charisma Investment Advisory | 2022–2024

- Defined product direction, UX architecture, and key experience flows for a fintech crowdfunding platform.
- Translated business, legal, and operational requirements into practical user stories, user flows, wireframes, and prototypes.
- Conducted interviews, discovery sessions, and usability testing to identify pain points and improve onboarding and platform clarity.
- Designed low- to high-fidelity prototypes in Figma and iterated based on user, stakeholder, and business feedback.
- Improved design consistency and design-to-development handoff; contributed to 70% higher engagement and 20% better conversion.

UX / Product Designer

Tamadon Investment Bank | 2018–2022

- Designed dashboards and internal tools for investment and venture capital workflows.
- Simplified complex multi-step processes and improved information architecture for technical and non-technical users.
- Worked closely with engineers and analysts to improve task clarity, usability, and workflow efficiency.
- Contributed to a 50% productivity improvement and faster task completion through clearer UX structure and flow design.

Web & Frontend Implementation (UX-Focused)

Toseh-Eghtesad Yasin Holding (Parhantech) | 2014–2018

- Designed and implemented responsive websites and landing pages with a strong focus on usability, accessibility, and mobile experience.
- Improved customer journeys using UX thinking, analytics insights, and SEO-informed optimization.
- Enhanced page structure and conversion performance through iterative website improvements.
- Contributed to 70% website traffic growth.

Front-End Developer

Dapars Co. | 2011–2014

- Designed and implemented real-time interfaces for airport flight information display systems (FIDS).
- Worked on data-heavy, operationally sensitive interfaces where clarity, reliability, and usability were essential.
- Collaborated with backend and hardware teams to support stable and effective system performance.

IT Systems & Infrastructure Specialist

FARDA Holding / Darugar | 2009–2011

- Managed enterprise networks, servers, and security systems across technical environments.
- Implemented monitoring and performance tools.
- Built strong systems thinking and a practical understanding of complex infrastructures that later supported product and UX work in technical domains.

SELECTED DIGITAL PRODUCTS

- **Fintech Crowdfunding Platform:** Lead UX and product design for flows, discovery, prototyping, usability testing, and cross-functional collaboration.
crowd.charisma.ir
- **Investment Dashboards & Internal Tools:** Designed dashboards and workflow experiences for financial operations and internal users.
ibcrowd.ir | tamadonib.com
- **Conversion-Focused Web Platforms:** Improved responsive web experiences with a focus on usability, mobile clarity, and conversion.
parhantech.com | nayebsaei.com | truckmachine.ir

EDUCATION

- **Master, Information Technology Management** — Azad University, West Branch | 2015–2017 | GPA: 18/20
- **Bachelor, Applied Computing** — Southern Cross University, Australia | 2006–2010 | GPA: 3.8/5

LANGUAGES

Persian (Native) | English (Working proficiency) | German (A2 – improving)