

# Alireza Nikookar

## Product Designer

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### Summary

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Devoted product designer with 5+ years of experience, passionate about crafting user-centric digital solutions. Skilled in concept development, prototyping, creating design systems, and cross-functional collaboration to solve complex challenges and deliver visually appealing results.

I'm an innovative, detail-oriented professional who excels in problem-solving and collaborative teamwork. I'm driven and adaptable, ready to embrace change and deliver exceptional results.

### Skills

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- User-Centered Design & Design Thinking
- Usability & Accessibility (WCAG, ADA)
- UI & Visual Design (Typography & Layout, etc.)
- Interaction Design
- Design systems & Guidelines
- HTML/CSS/JS & Front-end Basics & Agile Practices
- Figma, Adobe Creative Suite, Prototip, Lottie, Zeplin
- Figjam, Miro, Unity, Blender, Clickup, Jira, Trello
- Creativity
- Self-Disciplined
- Self-Motivation
- Problem-Solving
- Collaboration & Teamwork
- Attention to Detail
- Flexibility
- Open-mindedness

### Work Experience

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**SurgicalVR Technologies**, Product/Experience Designer, Toronto *Jan 2021 - Present*  
*Currently serving as a product/experience designer working on the design of the overall experience of Extended Reality (XR) -based and AI-powered solutions for medical training and simulations.*

- Analyzing and documenting business, user, and market needs through research, interviews, and data analysis, compiling insights and reports.
- Designing immersive XR user experiences and AI solutions using Figma and Unity, creating flows, journeys, and prototypes.
- Conducting user testing, providing feedback and recommendations to the development team, and maintaining the SurgX design system.
- Managing product development, aligning stakeholders, ensuring MVP quality, and creating brand assets, pitches, and graphic content.

**Lotus Pioneer**, Product/Experience Designer, Tehran *Mar 2022 – Mar 2023*  
*Played a Product designer role and worked on the company's website and ClipSho (a UGC platform with 1M+ users), enhancing user experience across these platforms.*

- Led the redesign of the Clipsho product with a cross-functional team, enhancing UI, navigation, and video discovery, and managing a design system through UCD methods, including market and user research, user analysis, design workshops, and user testing

- Iterated designs based on user feedback and metrics, leading to a 20% increase in retention, a 17% boost in watch time, and a 24% improvement in video finding.
- Partnered with a cross-functional team of UX researchers, developers, and PMs in an agile environment to successfully design the company's website through an iterative process.

**DryKISS**, UX Designer (Freelance), Remote

Jul 2020 – Mar 2023

*Acted as a UX and Visual designer, crafted product designs, and managed design systems and brand assets.*

- Designed UX/UI for websites, mobile, and web apps by performing market and user research and creating journey maps, flows, wireframes, mockups, and prototypes.
- Developed and maintained the IUI design system, managing 1,200+ components across 40+ categories for consistency and usability.
- Created brand assets, guidelines, pitches, and graphic content for 5+ products of the company and customers.

**IranKish**, Product Designer, Tehran

Mar 2020 – Mar 2022

*Worked as a product designer on improving the UX of PUT, a payment app for managing daily transactions like money transfers and bill payments.*

- Developed a deep understanding of customer needs, aligning the experience vision with user tasks, marketing, and business goals.
- Led redesigning the PUT mobile app project from concept to execution to enhance usability and UI utilizing various UCD methods and data-driven decision-making.
- Conducted user and prototype testing with 30+ users to refine design decisions.
- Achieved a 32% increase in usage, a 37% improvement in effectiveness, and a 40% boost in user satisfaction.

**Docent Company**, UX Designer, Tehran

Jan 2019 – Mar 2020

*Served as a UX/UI designer and worked on several projects for various B2B and B2C customers in different domains.*

- Collaborated in an agile environment with stakeholders, the dev team, and customers to design projects, gather requirements, and create journey maps, wireframes, and prototypes.

## **Educations & Certifications**

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- MSc. Computer Engineering (AI) - Azad University, Tehran, 2010
- BSc. Computer Engineering - Azad University, Tehran, 2006
- Optimal Product Management Course, Productside
- PMI-ACP, Certified Product Manager (CPM)
- Completed 8+ courses on Interaction Design Foundation (IDF), LinkedIn, Pluralsight, etc.

## **Volunteering**

- Interaction Design Foundation, Country Manager and Local Leader, Since 2018.
- Conducted 7+ workshops and presentations in UI/UX and AI domains.
- Coachingways Schools, Coach Resource (Teaching Assistant), 2023-2024.