Alireza Nikookar

Sr. Product Designer

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Summary

I'm a senior product designer and AI product manager with over 10 years of experience focused on designing and building data-driven, AI-powered products that solve real user problems. I lead projects from concept to launch, blending design thinking, machine learning, and business strategy. With deep expertise in UX/UI, agile methodologies and delivery, and product innovation, I create intuitive, high-impact solutions. I also mentor UX professionals and coach teams to drive continuous growth and user-centered outcomes.

Skills

- UCD, Design Thinking & Lean UX
- User Research & UX Design Principles
- UX Strategy & Maturity Model
- Usability, Accessibility (WCAG, ADA) & Interaction Design
- UI & Visual Design (Including Typography & Layout, etc.)
- Design Systems & Guidelines
- Responsive Design & Mobile Design (iOS & Android)
- AI, Machine Learning, Deep Learning & Data Analytics
- Project Management, Agile Methodologies (including Scrum)
- Product Management & Development

- KPIs, OKRs and Metrics
- C#, Python and SDLC methodologies and processes
- HTML/CSS/JS & Front-end Basics
- Figma Suite, Adobe Creative Suite, Protopie, Lottie, Miro, Unity, Blender, Clickup, Jira, Trello, Zeplin, Notion, Mural
- Leadership
- Collaboration & Teamwork
- Critical Thinking and Analytical approach
- Empathy and Active Listening

Work Experience

Sr. Product Designer - AI Product Manager
Mar 2023 – Present

SVR Technologies Inc. - XR-based Technology provider

- Leading the design of immersive XR user experiences using UCD methods and Lean UX, creating user flows, journeys, wireframes, mockups, and prototypes utilizing Figma, Unity, and Blender and maintained the SurgX design system,
- Conducting user testing, provided feedback and recommendations to the development team, which resulted in a 30% increase in user engagement and a 40% improvement in learning outcomes.
- Assisting in Development of immersive XR solutions using agile methodologies and tools, including Unity, C#, and Python.
- Designing customized Gen-AI and GPT-based AI assistant experiences (AI UX) for the SurgX platform using Lean UX, and design thinking and developed them in Python and C# helping users to achieve more outcomes working with the platform.
- Facilitating workshops to upskill team members on design tools, methodologies, and best practices as well as mentoring 2-3 junior and mid-level designers to enhance their skills in design principles, tools, and methodologies.
- Gathering and eliciting needs and requirements (including business, market, and users) through user and market research, data analysis and compiling insights and reports.
- Managing workflows, mitigating risks by removing blockers, and ensuring teams adhered to Agile principles.
- Defining and creating the vision, strategy and product roadmap as well as OKRs and metrics of the SurgX platform and launched several products of SurgX Platform including SurgX Solo, SurgX MR products and SurgX Assistant.
- Facilitating daily stand-ups, sprint planning, retrospectives, and sprint reviews to ensure effective Scrum practices and Product development within the team.

Sr. UI/UX Designer
Jul 2020 – Mar 2023

DryKiss Ltd. - B2B & B2C Technology Consulting, Retail, Property Mang., Data Analysis & Startups

- Performed and led market and user research for 5+ projects and created journey maps, flows, wireframes, mockups, and prototypes.
- Led the company's rebranding and website redesign project using UCD and design thinking in an agile environment, collaborating with stakeholders, developers, and the marketing team to improve user experience and increase positive feedback by 40%.
- Designed and maintained the IUI design system, managing 1,200+ components across 40+ categories for consistency and usability and collaborated with the development team to implement and use them in 5+ projects, resulting in a 35% increase in delivery of products and a 22% decrease in number of issues in design and development collaborations.
- Designing several websites and mobile apps including property management, food ordering, and LMS applying UX design concepts and principles, accessibility rules and UI design concepts to improve the products and solutions' overall user experience resulting in a 20% increase in user engagement and more customer satisfaction.
- Developed and created branding concepts and brand assets, developed guidelines, and designed pitches and graphic content for several company products and customers.
- Collaborated with stakeholders and development teams in an agile environment to align product goals with the business and customer needs.

UX Designer Jan 2015 – Mar 2020

Docent Ltd. - B2B and B2C Solution Provider and IT Education Academy

- Served as a UX/UI designer and worked on 6+ projects for various B2B and B2C customers in different domains.
- Designed the HAMSAM product, a social media app on TV, redesign with a cross-functional team, improving UX, Interaction, and user engagement through UCD methods, including market research, user analysis, workshops, and testing, resulting in 25% more engagement and 30% more satisfaction.
- Designed the Henwork platform, integrating social networking, data visualization, and advertising services for the poultry industry. Enhance UX and interactions through design thinking and UCD, including industry research, user analysis, stakeholder workshops, and iterative testing, leading to 100K+ user adoption in the first year and a 30% increase in user satisfaction after.
- Designed and Developed AI & ML-based solutions for various projects and customers using Python and C#.
- Collaborated in an agile environment with stakeholders, the Dev, team, and customers to design projects, gather requirements, and create journey maps, wireframes, and prototypes.
- Designed and developed course structure and curriculum for more than 10+ UX and Agile courses.
- Taught 300+ hours of UX and UI-related courses and 150+ hours of Agile courses as an instructor.

Other Projects

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Lotus Pioneer Inc., Technology Consulting, B2C Software Application Development

- 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, improving UI, navigation, and video discovery, and managed a design system through UCD methods, including market and user research.
- 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 for Clipsho products.
- Redesigned the website of the company resulting in improvements in its information architecture, content, and visual design, hence a 30% increase in visits, 21% increase in retention and 30% improvement in content findability.
- Collaborated with cross-functional teams to prioritize product backlog items based on user feedback and business goals, resulting in improved retention, and watch time metrics.

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KICCC Corporation - B2B and B2C, Payment Solutions

- Redesigned the UX and UI of the PUT ecosystem— a financial and payment platform for managing daily transactions such as money transfers, bill payments, and online service purchases—by leading the mobile app redesign from concept to execution using user-centered design methods and data-driven decision-making to enhance usability and overall experience.
- Developed a deep understanding of customer needs, aligning the experience vision with user tasks, marketing, and business goals.
- Designed and conducted workshops with managers and designers to effectively communicate design concepts, gather feedback, and refine project outcomes.
- 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.

Instructor

UserX Academy (Educational Institute)

- Designed and developed course structure and curriculum for more than 10+ Product Design, UI, AI, and Agile courses.
- Led the Product design training program as the lead course creator and editor with more than 100+ students.
- Taught 300+ hours of product design and UX-related courses including User Research, User Testing and UI designs.
- Taught 100+ hours of Agile and AI-related courses including Agile Practitioner Fundamentals, Scrum Fundamentals, etc.

Educations & Certifications

- MSc. Computer Engineering (specialization in AI) - Azad University, 2010
- BSc. Computer Engineering - Azad University, 2006
- Optimal Product Management Course**,** Productside
- **PMI-ACP**, Certified Product Manager (**CPM**)
- Completed 10+ courses on IDF, LinkedIn, Coursera, and Pluralsight in product design, agile and AI.

Volunteering
- Avand Foundation – Volunteer and Genesis program Lead, since August 2024
- Interaction Design Foundation (IDF), Country Manager and Local Leader, since 2018.
- Conducted 15+ workshops and presentations in UI/UX and AI domains.
- Coachingways Schools**,** Coach Resource (Teaching Assistant), 2023-2024.