

Bahareh Behrouz

Product Designer

I started my design journey as a UI designer back in 2018, and since then, I've moved on to product design roles where I've been building my skills.

My Portfolio	My LinkedIn	My Phone & Email
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My Career Path

Product Designer - Eghamat24 April 2025 To Present [Full Time]

As a Product Designer in this company, my key achievements include:

Design System Improvements:

- Implemented and scaled a structured Atomic Design framework to enhance UI consistency and component reusability.
- Defined and documented a comprehensive Design Token system for colors, typography, spacing, and more — bridging the gap between design and development.
- Applied a hierarchical token naming structure to improve maintainability and support design scalability across products.

Improved the end-to-end hotel booking experience by identifying user pain points and optimizing key search and reservation workflows.

- Led the redesign of filtering experiences on Hotel Listing Pages (PLP) and Hotel Detail Pages (PDP), enhancing discoverability and ease of use.
- Designed and launched Child and Extra Bed booking capabilities, enabling more flexible family travel bookings and accommodation configurations.

Flight Product – UX Optimization:

- Redesigned the flight booking experience with a focus on usability, accessibility, and conversion rate improvements.
- Conducted UX audits, user testing, and data analysis to identify friction points and implement actionable design solutions.

Gasht Product – Purchase Flow Enhancement:

- Refined the end-to-end tour booking flow to create a more intuitive and streamlined user journey.
- Designed and delivered new interface components aligned with user needs and business goals.

Monaco – International Project September 2024 to April 2026

(International helicopter leisure flight booking platform design and development in Monaco.)

As a UI/UX Designer in this Project, my key achievements include:

- UI Kit:** Designed a simple and scalable UI Kit based on product structure and international user personas, aimed at delivering a consistent visual language and a high-quality user experience across all platforms.
- Website Design:** Improved and simplified the website booking flow to enhance usability. Utilized real imagery to reinforce a sense of luxury and trust, and applied brand colors to strengthen visual identity and brand recognition.
- Mobile Application:** Designed a mobile application with a focus on optimizing the booking flow, reducing interface clutter, and delivering a smooth, user-centered experience.

Product Designer - Iranserver 2022 To March 2025

As a Product Designer in this company, my key achievements include:

- Design System:** Developed and maintained a design system comprising 30 core components
- Ticket System Redesign:** Streamlined ticket submission, implemented AI for article suggestions, and enabled user feedback
- Finance Section Redesign:** Optimized online and offline payment processes
- Main Menu Redesign:** Improved access to products
- Homepage Redesign:** Featured key products and highlighted VIP support and security services
- Dedicated Server Pages Redesign:** Enhanced pricing plan displays and categorized products for better user experience

UI/UX Designer - IranServerCloud From 2020 To 2022

As a UI/UX Designer in this company, my key achievements include:

- Designing two user panels: customer and admin**
- Designing a proprietary design system**
- Improving the service management section of the customer panel for better access to features**
- Enhancing the product purchasing flow**
- Improving the appearance of customer and user panels**

Design System & UI Designer - IranHotelOnline From 2020 To 2021 A Project

As a UI Designer in the portal division, my key accomplishments include:

- Designing a proprietary design system comprising 10 core components**
- Redesigning two portals: B2B and B2C**
 - Enhancing product flow processes
 - Creating a modern and minimalist design for both user portals

User Interface Designer - Greenweb From 2019 To 2020

As website designers, we were responsible for receiving design projects from clients and fully executing them

Soft Skills	Technical Skills	Tools	Education
Communication	Design System	Figma & FigJam	Bachelor of Economics (2013 - 2017) Ferdowsi University of Mashhad
Teamwork	Prototyping	Yandex & Clarity	
Adaptability	User Research	Analytics	
Problem-Solving	Wireframing	Adobe Photoshop	UI / UX Design (2020 - 2021) Interaction Design Foundation (IDF)
Attention to details	Information Architect	AI-Assisted Design	
Creativity	Persona	Adobe XD	Product Design (2019 - 2020) Rahnema College
Empathy	UserFlow	Miro	
Critical Thinking	Interaction Design	Jira & Confluence	