

Yasmin Khazaei

PRODUCT DESIGNER

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[Portfolio](#)

PROFILE

Product designer with 6+ years of experience across consumer products, fintech, marketplaces, and internal operations tools. I use research and product context to turn complex workflows into clear, usable experiences. My work spans problem framing, user interviews, interaction design, prototyping, and design systems, in close collaboration with product, engineering, and data teams.

EXPERIENCE

Aug 2026 –
Present

Ozone · Product Designer

- Designing mission, reward, coupon, and wallet experiences for a consumer app.
- Exploring ways to make sequential missions easier to follow while keeping the experience manageable when users have many completed or upcoming steps.
- Designing reward selection and change flows that communicate coupon eligibility, usage restrictions, and expiration clearly.

Nov 2025 –
May 2026

Keepa · Product Designer

- Redesigned the installment payment experience for a BNPL product, addressing confusion around current payments, overdue installments, and payment confirmation.
- Synthesized approximately 100 support calls and conducted seven user interviews; combined findings with a review of competing payment experiences.
- Prioritized four problems for the MVP and designed flows that distinguish overdue from current installments, support selecting multiple installments, and guide payment order.
- Replaced manual amount entry with clearer choices and designed payment feedback, error states, and a receipt showing what was paid and what remains.

Dec 2024 –
Jun 2025

Digikala · Product Designer

- Redesigned parts of an internal tool used to review, edit, approve, and reject product listings.
- Interviewed moderators, reviewed their tasks, and evaluated the existing experience to identify friction in the review workflow.
- Designed clearer information hierarchy and focused moderation interactions; proposed events and metrics to assess the workflow.
- Explored ways to show sellers the reasons and comments associated with returned products within their order history.

Apr 2022 –
Dec 2024

Sheypoor · Product Designer

- Designed consumer-facing experiences from problem definition and user flows to prototypes and polished interfaces.
- Conducted interviews, surveys, and usability tests to inform design decisions and evaluate solutions.
- Built and maintained design system components and tokens to improve consistency across the product.
- Worked with product managers, engineers, and stakeholders to balance user, business, and technical needs.

May 2021 –
Mar 2022

Codarx Web Agency · Product Designer

- Translated client goals and user needs into product requirements, flows, wireframes, and interface designs.
- Used research and usability testing to refine decisions across client and internal projects.
- Collaborated with development teams to review implementation quality and resolve design issues.

Jan 2020 –
Apr 2021

Produpt Design Studio · UI Designer · DrDesigner

- Designed interfaces and interactive prototypes for clients in banking and financial services.
- Iterated on designs using feedback from users and project stakeholders.
- Contributed to design system work to support visual consistency across products.

EDUCATION**Master of Business Administration (MBA), Strategy**

Islamic Azad University, Central Tehran Branch

Bachelor's Degree, Restoration and Conservation of Historic Buildings

Imam Khomeini International University

SKILLS

Product design

Interaction design, user flows, wireframing, prototyping, design systems, UX writing

Research

User interviews, usability testing, competitive analysis, journey mapping, problem framing

Collaboration

Cross-functional workshops, prioritization, success metrics, event tracking

Tools

Figma, SQL, Adobe creative tools