

**RGD**Registered  
Graphic  
Designer**CDP**  
Certified™

# MEHDI GHAREH MOHAMMADI

- Senior Product Designer, and Certified UI/UX Designer
- WEB3 Expert

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**CV Figma Version**  
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## RESIDENCY STATUS IN CANADA:

Permanent Resident

## CERTIFICATES

- Certified UI/UX designer and member of Registered Graphic Designer (RGD)
- CDP™ Certified and member of the Design Professionals of Canada (DesCan)

## WORLDWIDE AWARDS

- A' Design Award & Competition - 2019
- Worldwide Logo Design Award (WOLDA) - 2018
- World Design Rankings (WDR) - 2019
- World's Leading Designers (DAC) - 2019
- Designer Rankings (R+) - 2018
- Museum of Design (MOOD) - 2019

## MEMBERSHIPS

- Member of World Design Consortium (WDC®) - 2019
- Member of International Design Club - 2019
- Member of International Association of Designers (IAD) - 2018
- Member of International Council of Creative Industries (ICCI) - 2019
- Member of International Bureau of Service Providers - 2017
- Member of Alliance of International Business Associations - 2019
- Member of International Society of Product Manufacturers - 2017

## SUMMARY

Accomplished Senior Product Designer, Certified UI/UX Designer, and WEB3 Expert with a distinguished career marked by strategic leadership and innovation. Possessing a deep understanding of user-centered design principles and advanced proficiency in Agile methodologies, I excel in delivering exceptional digital experiences that drive business growth. Leveraging my expertise in WEB3 technologies and a commitment to Accessibility in design, I continuously push the boundaries of design innovation to meet evolving industry demands. With a proven track record of leading cross-functional teams and delivering impactful solutions, I am poised to drive excellence in UI/UX design within the dynamic landscape of WEB3.

## PROFESSIONAL SUMMARY

As a senior product designer and certified designer in UI/UX, recognized for my ability to lead and inspire design teams while consistently delivering outstanding user experiences. With a solid foundation in UI/UX design, my career highlights include:

- **Strategic Leadership:** Drive strategic UI/UX initiatives, leveraging expertise in WEB3 to deliver innovative solutions aligned with business objectives while ensuring accessibility for all users.
- **Expertise in Agile Methodologies:** Proficient in Agile methodologies, ensuring efficient collaboration and iterative design processes to deliver high-quality products with accessibility considerations.
- **User-Centered Design Mastery:** Apply advanced design methodologies to create intuitive and engaging user experiences, prioritizing accessibility and inclusive design practices.
- **Product Lifecycle Management:** Excel in end-to-end product management, from conception to launch, utilizing insights from WEB3 to stay ahead of industry trends while maintaining accessibility standards.
- **Data-Driven Optimization:** Utilize data analytics to refine designs continually, maximizing ROI and enhancing user satisfaction with a focus on accessibility.
- **Collaborative Leadership:** Foster a collaborative environment, driving cross-functional teams to deliver innovative and impactful UI/UX solutions that prioritize accessibility and inclusivity.
- **Customer-Centric Engagement:** Actively engage with users and stakeholders, incorporating feedback to enhance user experiences and drive business growth in the WEB3 space, ensuring accessibility for all users.

## SKILLS

### Leading Skills:

- Leadership
- Communication
- Collaboration
- Empathy
- Problem-Solving
- Time Management
- Adaptability
- Mentorship
- Empowerment

### Technical Skills:

- UI/UX Design Tools
- Front-end Technologies
- User Research
- Blockchain Fundamentals
- Information Architecture
- Interaction Design
- Accessibility Standards
- Responsive Design
- Design Systems
- Agile Methodologies
- Data Analysis
- Version Control Systems
- Prototyping
- Visual Design Principles
- Cross-functional Collaboration

### Application Skills:

- Figma and Adobe XD
- SketchbookPro
- Spline
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Scrum, and Kanban
- InVision & Axure RP
- Proto.io
- Zeplin
- Marvel
- Principle
- Balsamiq
- Slack, Trello, Asana, and Jira
- Axe, Wave, and WebAIM

## EDUCATION

### Bachelor(BSc/BA)

Graphic Design Major

## PROFESSIONAL EXPERIENCE

### Senior Product Designer, and WEB3 Expert (Remote)

SHIFT DO STUDIO INC

*May 2011 – Present (Vancouver, BC - Canada)*

#### Key Achievements:

- Spearheaded strategic UI/UX initiatives, integrating cutting-edge WEB3 technologies to enhance product offerings and user experiences.
- Developed comprehensive product roadmaps in collaboration with stakeholders, ensuring alignment with organizational objectives and leveraging insights from WEB3 advancements.
- Applied Agile methodologies and data-driven insights to continually optimize designs, resulting in enhanced user satisfaction and business growth.
- Cultivated a culture of design thinking within the organization, fostering cross-functional collaboration and innovation across departments.
- Engaged proactively with users and stakeholders to gather feedback and insights, driving iterative improvements and maintaining a user-centric approach to design.

### Senior Web3 UI/UX Designer

Lestars Management Consultancy

*Jun 2022 – Jan 2023 (Dubai, UAE)*

#### Key Achievements:

- Revamped digital platforms to enhance user engagement and seamlessly integrate WEB3 technologies, resulting in improved user experiences and increased adoption.
- Led cross-functional teams in the conceptualization and design of intuitive interfaces for global payment ecosystems, incorporating WEB3 principles to drive innovation and efficiency.
- Explored and implemented decentralized technologies to revolutionize UI/UX design, staying at the forefront of industry trends and delivering cutting-edge solutions.
- Implemented iterative design processes, leveraging user feedback and data analytics to refine designs iteratively and optimize conversion rates.
- Collaborated on the development of high-converting landing pages, contributing to significant growth in lead generation and business revenue.

### Graphic designer

Freelancer

*October 2001 – Jan 2011*

- At the age of 17, prior to embarking on my university studies, I distinguished myself by designing a logo for an esteemed automobile company, marking the commencement of my illustrious design career. Over the subsequent decade, I relentlessly pursued excellence as a freelance graphic designer, amassing a substantial portfolio of successful projects. My unwavering dedication to delivering innovative and client-centric graphic design solutions earned me a distinguished reputation for creativity, reliability, and industry excellence within the market.