



Hossein Hashemi

Product Designer

Senior Product Designer focused on E-commerce and SaaS. I turn complex business requirements into simple, user-friendly interfaces. Starting from a technical background in HTML/CSS, I now use design to solve problems and help products grow.

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WORK EXPERIENCE

Product Designer Grutto

05/2020 - Present

Remote - Netherlands

Grutto is a Netherlands-based e-commerce company that sells meats directly from farmers to customers.

- Managed to design and prototype the 5 features and demo them to the stakeholders (Subscription, ReOrder, Farmshop, Checkout, Recipe Pages)
- I also gained experience with Google Analytics by joining the CRO team, where I contributed to generating hypotheses and executing A/B tests.
- Built a new Feature so that customers can make their package (Farmshop)

UX/UI Designer Rismun

11/2017 - 04/2020

Tehran, IRAN

Rismun is a software company that customizes solutions for clients and also produces software for organizations.

- There are several projects that I was responsible for, in the field of UI and UX Design.
- I worked on Flexaa (form generator software) to improve the UI and UX.
- Collaborated with 5 Senior & 10 Mid-level developers on a banking project that has the potential to gain +3K users (RissApp).

UI Designer SairoSoft

09/2016 - 10/2017

Tehran, IRAN

Sairosoft Company produced an Online reservation system for Flights & Hotels.

- I was responsible for UI design (Photoshop, illustrator)
- Ideation and Created white-label products with the possibility of customization that 70% decrease the cost of production.
- I assisted the team in finding new useful feature for the flight & hotel booking software.

UI Designer - Front-end Developer Freelance

07/2013 - 08/2016

Tehran, IRAN

- I worked on UI- design of about 12 projects for Startups and web design companies that outsource their design part.
- I implemented 3 Wordpress themes for customers.
- Teaching the course of web design with Photoshop in Karazmoode academy.

SKILLS

User Interface Design

Agile Development

Journey Mapping

Information Architecture

Wireframing

Prototyping

Usability Testing

Design System

Google Analytics

A/B Testing

Html / CSS

Sass

Git

Bootstrap

Tailwindcss

WordPress

CERTIFICATES

Digital Skills: User Experience

Futurelearn

Design Thinking: Implementing the Process

Linkedin Learning

UX Foundations: Usability Testing

Linkedin Learning

Scrum: The Basics

Linkedin Learning

LANGUAGES

English

Full Professional Proficiency

Persian

Native or Bilingual Proficiency

Arabic

Professional Working Proficiency

INTERESTS

Play boardgame

Walking and swimming

listening to music and podcast

Modern Art

Movie and series