

Ooldooz Bahavar

Product Designer

CONTACT

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PORTFOLIO

ooldooz.net

SKILLS

- Product Thinking
- User Research
- User Flows
- Information Architecture
- Interaction Design
- Design Systems
- Handoff
- Collaboration

TOOLS

- Figma
- Hotjar · Google Analytics
- GitHub
- AI: ChatGPT · Figma Make

EDUCATION

Master's Degree in Graphic Design
(Grade A)

Faculty of Arts and Architecture Azad
University, Central Tehran Branch·
2013–2016

PROFESSIONAL DEVELOPMENT

- Product Management —
Aansoo Academy, 2023
- Foundations of UX Design — Google /
Coursera, 2022
- User Research, UX Writing,
UX Evaluation & Information
Architecture — Docent Academy, 2020

SUMMARY

Product Designer with experience across product design and product ownership, turning ambiguous user and business problems into clear, testable digital experiences. Strong in discovery, interaction design, data-informed iteration, and AI-assisted workflows, with ownership of key product and design decisions.

EXPERIENCE

Founder & Product Designer

Case Builder

Jul 2026 – Present

- Founded and shipped Case Builder from problem definition to a working MVP, owning product direction, scope, UX/UI, and key product decisions.
- Designed the core AI-assisted workflow to structure raw project notes and flag incomplete or unclear information without fabricating content.
- Validated the MVP with real users, including returning users, and continue to evolve the product through ongoing testing, feedback, and iteration.

Product Owner

Dr AI — Care724

Jun 2025 – Feb 2026 · Remote · (9 mos)

- Led the product shift from a general AI doctor concept to a privacy-focused AI therapy experience, redefining scope, positioning, and core user flows.
- Defined product requirements and experience boundaries around privacy, consent, history controls, safety escalation, and therapist referral.
- Prioritized product decisions across user needs, technical constraints, and stakeholder input, working with engineering to align implementation and delivery.

Product Designer

ScalesOps — Petabad

Jan 2024 – Aug 2024 · On-site · (8 mos)

- Investigated checkout friction using Hotjar and Google Analytics after marketing reports indicated approximately 60% cart abandonment, identifying issues across key flows.
- Refined and prototyped shopping, navigation, and login improvements, using behavioral evidence and feedback to guide design decisions across key flows.
- Collaborated with engineering and marketing to translate findings into feasible improvements and support implementation quality.

UI/UX Designer

Martian Code, Inc.

Jun 2022 – Nov 2023 · Remote · (1 yr 6 mos)

- Analyzed Hotjar and Microsoft Clarity data to identify usability gaps and prioritize UX improvements.
- Collaborated with the Product Manager to clarify requirements and designed end-to-end flows and interfaces through developer handoff.
- Iterated on implemented experiences based on feedback and usability findings, balancing product needs and technical constraints.

Freelance UI/UX Designer

Independent Projects

Jan 2019 – Apr 2022 · Hybrid · (3 yrs 4 mos)

- Conducted user research, focus groups, competitive analysis, and benchmarking to identify user needs and product opportunities.
- Translated complex requirements into user flows, wireframes, interfaces, and design specifications, and reviewed implemented experiences for usability.

ADDITIONAL EXPERIENCE

Teaching Assistant & UI Design Mentor

Theehsanez

Nov 2024 – Apr 2025 · Remote · (6 mos)

- Mentored designers through hands-on UI projects, providing practical feedback and guidance.

Senior Graphic Designer

Bachehaye Aseman

Jan 2018 – Sep 2019 · On-site · (1 yr 9 mos)

- Redesigned brand identity and product visuals, and delivered national campaigns and digital/print assets across websites, publications, airport media, and IRIB.