Neda Mokarami

Senior Product Designer

Based in Berlin & London | Work authorisation DE & UK | No visa sponsorship required

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I design from the whole system, not just the screen, a mindset shaped by 8+ years in industrial design, where products had to work across their entire lifecycle or fail. Over the last **5 years in UX**, I've applied that **systems thinking** to **AI-powered B2B SaaS products,** turning complex, data-heavy workflows into decisions people can trust, with measurable outcomes including an **80% release-cycle reduction** at Enode and **48.9% usability** improvement at Checkturio.

Work Experience

Senior Product Designer, Enode | Berlin | B2B SaaS | iOS & Web | Oct 2024 – Sep 2026

- Fully owned end-to-end design for two **AI-powered sports analytics** products across **three platforms,** shipping **30+ features** used by **145,000+ athletes,** driving an **80% release cycle reduction** and full platform migration that retired the legacy app.
- Designed **high-density dashboards** and **complex data workflows** that translated raw athlete data into actionable decisions for coaches and performance teams, grounded in **usability testing** and **direct collaboration** with PM, engineering, and customer success to validate **design feasibility.**
- Built and scaled a cross-platform **design system across three platforms,** increasing UI consistency and streamlining collaboration between design and engineering.
- **Leveraging AI-assisted workflows** to translate constraints into scalable design solutions faster.

Product Designer, Checkturio | Berlin | B2B SaaS | Mobile & Web | May 2023 – Sep 2024

- Took complete ownership of design for an **AI-powered B2B SaaS fleet management** platform, shipping **20+ features** across IA, user flow, interaction design, and end-to-end UX/UI delivery.
- Improved **usability by 48.9%** and contributed to an **18% increase in customer acquisition**.
- Collaborated with product, marketing, and stakeholders to align user needs with business goals.

Product Designer, Tapsi | Tehran | B2C | Mobile | Apr 2021 – Mar 2023

- Designed IA and user flows for a **B2C** ride-hailing platform serving **100,000+ users,** grounding decisions in UX research, UX metrics, and usability testing.
- **Transitioned from industrial to digital UX,** bringing systems thinking to feature prioritisation.

Senior Staff Industrial Product Designer, Tehran | Manufacturing | May 2018 – Mar 2021

Owned full-cycle product design across research, concept development, and production, collaborating with executives, sales, and manufacturing teams for multiple furniture brands:

- KamjaChoob**, Achieved market-leading sales** through deep customer-aligned product strategy.
- Higer**,** Launched 4 product lines, **resulting in a 47% increase** in overall sales.
- Nirvana, Designed 5 product collections and **played a key role in establishing brand** recognition.

Senior Industrial Product Designer, Nilper | Tehran | Manufacturing | Mar 2014 – May 2018

- Led design and development of **20+ products** at one of Iran's most recognised furniture manufacturers, **helping establish a new business segment** and elevate Nilper to a **market-leading brand** within 3 years, contributing directly to **international export expansion**.

Skills

Product & Strategy, B2B SaaS • B2C • Product Strategy • Product Discovery • Design Ownership • Product Analytics • Data-Informed Design • Outcome-Driven Design • KPI Definition • Stakeholder Management • Experimentation • Cross-Functional Collaboration • Feature Prioritization • Design Leadership

UX & Design, UX Research • UX Metrics • Usability Testing • Information Architecture • User Flows & Journey Mapping • Interaction Design • Wireframing & Prototyping • Design Systems • Accessibility (WCAG) • Cross-Platform Design • Data Visualization • AI Trust Design

Technical, Figma • AI Code Prototyping (Claude Code) • AI-Assisted Design (Figma AI, Claude, Codex, Lovable, Midjourney) • FigJam • Miro • Jira • Notion • Google Analytics • Lyssna • Prompt Engineering • Basic HTML/CSS

Education

M.A Design & Sustainable Innovation, SRH University of Berlin | First class honours
M.A Industrial Design, University of Tehran | Top-ranked national uni | First class honours
B.A Industrial Design, University of Art | Ranked **23rd out of 300,000+** applicants

Mentoring

Mentor, ADPlist, Berlin | Jul 2025 - Present
Mentoring UX designers, recognized as a **Top 1% Design Mentor**.
Guest Mentor, SRH Berlin University, Berlin | Oct 2024 - Feb 2025
Mentored UX/UI and Front-End Development students in a module based on my Master's thesis (Grade 1.0, Excellent), applying UCD principles.
Mentor, Nilper factory, Tehran | 2014 - 2018
Mentored junior product designers and facilitated product-development workshops for marketing.

Certificates & Awards

Generative AI for UI UX Design Specialization, IBM
Google UX Design, Coursera
Golden Awarded, Furniture Design, 27th HOFEX International Exhibition | 2018