Ali J. Farahani

Head of Product Design

Head of Product Design with 10+ years across fintech, crypto, travel, growth, and design systems. I lead zero-to-one products, turn business and behavioral data into decisions, and build teams with durable decision-making systems.

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Professional profile

Languages	Persian - Native | English - B2 professional | German - A2, learning
Work model	Full-time contract | On-site experience in Tehran, Dubai, and Iraq
Work authorization	Employer visa sponsorship required for relocation
Domains	Fintech | Crypto | Travel | Design systems | Growth

Experience

Mar 2025 - Present

Dubai & Iraq - On-site

Head of Product Design

IQ Payz - Wallet & Payments

Lead zero-to-one payments and wallet products while shaping the team operating model: specialist hiring, OKRs, onboarding, 260-degree reviews, coaching, BigQuery data review, and cross-squad alignment.

5 contracts; 3,000+ users in month one; +30% onboarding conversion; -30% support load.

Aug 2024 - Aug 2025

Tehran - On-site

Head of Product Design

Tabdeal - Crypto Exchange

Turned design from a UI-output function into a decision-making team. Established weekly critique, urgent 10-minute reviews, analytics/A-B/design-system handoff checks, Metabase dashboards, DesignOps, tokenized foundations, and organization-aligned OKRs.

+12% funnel conversion; +7% retention; +23% registration completion; +9% registration-to-trade conversion; +23% Easy Margin adoption.

Nov 2022 - Aug 2024

Tehran & Dubai - On-site

Head of Product Design

HCT - Travel & Entertainment Products

Led a multi-product travel and entertainment suite, evolved team structure toward specialist coverage, introduced normal and urgent review paths, secured training budget tied to knowledge sharing, and restored team stability through explicit ownership and soft-skill coaching.

About +20% sales through booking drop-off recovery.

Apr 2021 - May 2022

Tehran

Product Designer

Dabno - Customer Club & E-commerce

Product design across customer-club and e-commerce experiences.

Apr 2020 - Jan 2021

Tehran

UX Designer

Hami Travel

Travel and immigration user experience.

Aug 2016 - May 2019

Tehran

Co-Founder, Product Designer & Front-End

Pingreen / Givent

Created event and board-game community products from concept through interface implementation.

Feb 2015 - Apr 2016 Tehran	UI Designer Ara Co. Interface design.
Jan 2014 - Jan 2015 Tehran	UX Designer CaveGate Early UX practice and product work.

Leadership operating model

01 Team shape: two product-design generalists, a visual designer, and a researcher where specialization fit; end-to-end coverage in squad-based work.

02 Review: weekly critique for normal work and a mandatory 10-minute review before urgent handoff.

03 Handoff: analytics events, A/B readiness, success criteria, composition, and design-system component reuse.

04 Learning: need-based training budget, knowledge sharing, and a later usefulness review.

05 Team health: restore decision ownership and professional routine through conversation and soft-skill coaching.

06 OKRs and KPIs: weekly reporting across funnel conversion, time on task, revision loops, and missed commitments.

Capabilities

Design leadership | Product strategy | OKRs | DesignOps | Tokenized design systems | Growth funnels | KYC | Payments | Crypto trading | Travel | Analytics | Metabase | BigQuery

Impact figures are reported from the original resume and product work. Where the original reporting window is no longer retained, no replacement window has been reconstructed.