

Behdad Morsalpoor

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SUMMARY

Senior Product Design Lead with 12+ years of experience scaling Fintech platforms (**11M+ users**). Combines a deep academic foundation in **HCI and Cognitive Science** with practical product strategy. Renowned for anticipating complex edge cases and ensuring technical feasibility through **seamless alignment** with Engineering and QA teams. A dedicated **Design Advocate** (podcast host) who translates advanced theoretical concepts into precise, high-fidelity flows that drive measurable OKRs.

Currently relocating to Barcelona, Spain (Arrival: October 2026). As a Senior Professional, I am fully eligible for the fast-track Highly Qualified Professional (PAC) Visa sponsorship, allowing for a rapid start date.

WORK EXPERIENCE

Nobitex (Leading Crypto Exchange in MENA, 11M+ Users) | Tehran, Iran

Product Design Lead | Apr 2024 – Present | (Focus: Leadership, Evidence-Based Resolution, High-Scale Strategy)

- **Led User Engagement Tribe:** Directing 3 designers within a high-performance "Product Trio" culture, ensuring technical feasibility and aligning design initiatives with quarterly OKRs for an **11M+ user base**.
- **Solved Critical Login Friction (HCI):** Diagnosed a 52% login failure rate via qualitative research. Executed 3 iterative cycles to resolve 'bad password' patterns, boosting **successful logins to 58%** and reducing entry-point churn.
- **Orchestrated High-Traffic Scalability:** Steered end-to-end UX for massive events (e.g., Hamster listing), handling 138,000 signups in 24h with an **80% trade success rate** under extreme load.

Senior Product Designer | Apr 2023 – Apr 2024 | (Focus: System Architecture, Complex Flows, Design Ops)

- **Architected Complex Fintech Platforms:** Engineered the Social Trading ecosystem (empowering 5k+ experts) and restructured the **DEX** (20k+ users), simplifying blockchain intricacies into intuitive, secure flows.
- **Established Scalable Design System:** Built the foundational component library for a 10-person team, which standardized UI consistency and measurably **accelerated the design-to-development handover**.

Cafe Bazaar (Largest Android App Store in Iran, 40M+ Users) | Tehran, Iran

Senior Product Designer | Apr 2022 – Apr 2023 | (Focus: Fintech Scaling, B2B SaaS, Rapid MVP Development)

- **Optimized Fintech Ecosystem (Bazaar Pay):** Architected a **B2B** transaction console for **18,000 active vendors** to manage financial settlements. Conducted heuristic evaluations on the payment gateway, identifying friction points that led to a **25% increase in Direct Debit adoption** and boosted overall payment success rates through iterative data-driven improvements.
- **Led Rapid MVP Launch (Fansee):** Championed the end-to-end product design of a celebrity-engagement platform (creator economy) within a cross-functional agile team. Delivered a fully functional product from concept to launch in just **3 months**, establishing core interaction models before strategic market exit.

Krypton (Crypto Exchange Development) | Tehran, Iran

Product Design Lead | Dec 2020 – Apr 2022 | (Focus: Advanced Trading Interfaces, HCI Research, Design Systems)

- **Conceptualized Advanced Trading Platform:** Led the end-to-end design of a pro-level exchange (Spot/Order Book) across Web, Mobile, and Tablet. Delivered a robust **Style Guide with Dark/Light themes**, ensuring visual consistency and accessibility while collaborating closely within a 10-person agile squad (PM & Tech Lead).
- **Driven by Behavioral Research (HCI):** Conducted contextual inquiry sessions with professional traders, revealing critical insights (e.g., prioritizing **Order Book visibility over Charts**) that reshaped the UI hierarchy. Executed iterative usability pilots to diagnose and resolve contrast accessibility issues in pricing components, validating legibility before development handover.

Agah e-Commerce Company | Tehran, Iran

Product Design Lead | Jan 2020 – Dec 2020 | (Focus: Design Systems, B2B SaaS, Agile Delivery)

- **Architected Design System for B2B SaaS:** Built the foundational Design System for a Product Information Management (PIM) platform, standardizing complex data visualization for rug vendors and enabling consistent UI scaling across the retailer network.

- **Accelerated Product Delivery:** Managed the end-to-end design lifecycle for a multi-vertical portfolio (Fintech/Crypto & Fashion E-commerce). Led the rapid redesign and deployment of a localized Open-Source Crypto Exchange (Landing & Home) in **under 2 months**, meeting aggressive time-to-market goals.

RM Innovation (US-Based Agency | Remote)

Senior Product Designer | May 2019 – Feb 2020 | (Focus: E-commerce Optimization, Data-Driven Redesign, HCI)

- **Optimized E-commerce Funnel (Khazai Rugs):** Reduced Home & Listing page bounce rates from **50% to ~30%** by restructuring information architecture. Diagnosed user confusion on Product Detail Pages (PDP) via usability testing and implemented a **sequential selection pattern** (progressive disclosure) for size/color attributes, significantly reducing cognitive load and abandonment.
- **Deployed 4 Niche Platforms End-to-End:** Designed 3 niche e-commerce sites and 1 service platform from scratch, creating comprehensive **Style Guides** for each. Utilized **Heatmap** analysis to realign service-page layouts with user intent, ensuring high usability standards for US-based retail clients.

EARLY CAREER HIGHLIGHTS

- **Iran Fara Bourse (Iran's Exclusive OTC Financial Market) | Tehran, Iran**
UI/UX Designer | Aug 2018 – Jun 2019
- **SHEZAN Accelerator (Deep-Tech: Cognitive Science & Biotech) | Tehran, Iran**
UI/UX Designer | Aug 2017 – Aug 2018
- **Bestooran (UGC Food Review Platform) | Kerman, Iran**
Co-founder & Product Designer | Jan 2017 – Dec 2017
- **Movazi Pardaz (Design Agency & Freelance) | Kerman, Iran**
UI/UX & Graphic Designer | Oct 2013 – Mar 2015

EDUCATION

Shahid Bahonar University of Kerman | Kerman, Iran

B.E. in Computer Engineering (Hardware) | Sep 2011 – Sep 2016

- **Thesis:** "Algorithmic Assessment of Facial Aesthetics using Golden Ratio." Explored the intersection of mathematical harmony and visual perception, creating an early foundation for **data-driven design** thinking.
- **Technical Edge:** Specialized in Hardware Engineering, fostering a rigorous understanding of **System Architecture**, logic design, and resource constraints—enabling high-level technical feasibility assessment in product development.

SKILLS

- **Product Strategy & Design:** User-Centered Design (UCD) | Information Architecture (IA) | Design Systems (Scalability & Tokens) | Interaction Design (IxD) | Complex Flow Optimization | Technical Feasibility Assessment | Fintech & DeFi Domain Expertise
- **Research & Science:** Human-Computer Interaction (HCI) Principles | Cognitive Psychology in Design | Data-Driven Design | Usability Testing (Qualitative & Quantitative) | Heuristic Evaluation | A/B Testing Strategy | Accessibility (WCAG 2.1)
- **Tools & Technologies:** Figma (Advanced: Variables, Auto-Layout, Prototyping) | Adobe Creative Suite (XD, Illustrator, Photoshop) | AI-Driven Prototyping (Cursor, Vibe Coding) | Miro & FigJam | Jira & Confluence | Basic HTML/CSS/React Understanding (Dev Handoff)
- **Leadership & Operations:** Design Leadership | Cross-Functional Collaboration (Product Trio) | OKR Definition & Strategy | Agile & Scrum Methodologies | Mentorship & Team Growth | Stakeholder Management | Design Ops

CERTIFICATION & CREDENTIALS:

Human-Computer Interaction – edX & Georgia Institute of Technology | UX Writing - Uxcel | Dynamic User Experience: Design and Usability – The Interaction Design Foundation | User Experience: The Beginner's Guide – The Interaction Design Foundation | Enterprise Design Thinking Co-Creator – IBM | Enterprise Design Thinking Practitioner – IBM

LANGUAGES

- English (Professional Working Proficiency)