

Mahtab Gholizadeh

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with **seven years** of experience designing consumer and B2B products **used by millions**, across insurtech, e-commerce, and quick commerce. At Azki I led the design of Asset Management, a strategic shift from selling policies to serving users' assets that now **replaces the app's main navigation**. I combine research, data, and AI-assisted prototyping to ship measurable results. Software engineering background; mentor to three designers.

WORK EXPERIENCE

Azki | Insurtech marketplace to compare and buy insurance online · 7M+ users

Senior Product Designer | Nov 2024 – Present

Asset Management (flagship initiative)

- Led design of a new product model that turns each user's car, home, and business into an **asset** with its own insurance and services, shifting Azki from selling policies to serving assets.
- Pitched the asset model to the **CEO** and secured buy-in to make it the product's backbone: it **replaced the app's main navigation bar** and is now the primary entry point for purchases.
- Designed personalized, behavior-based offers per asset, reducing buying friction and lifting conversion by **5%**.
- Built a custom Claude skill to synthesize behavioral and research data during the MVP, surfacing friction that informed fixes and cut drop-off by **15%**.
- Built an AI-assisted illustration system in 3 weeks, from 6 directions to one style, cutting production time by **80%**.

Design quality & leadership

- Took ownership of inconsistent icons, then automated design-to-dev handoff with Claude MCP and a Figma agent that flags changed components, cutting missed updates by **~40%** and saving engineers **~5h per sprint**.
- Simplified the B2B insurance sales flow by clarifying key decision points, contributing to a **2% revenue increase**.
- Mentored **2 designers** through design reviews, critique, and day-to-day guidance.

SnappMarket | Online grocery and fast delivery app · 5.5M active users

Senior Product Designer | Feb 2024 – Nov 2024

- Increased mobile pick-up delivery conversion from **0.5% to 2.2% (4.4x)** by making the option more visible and adding a cashback incentive.
- Designed a gamified delivery experience engaging **15,000 users weekly** and improving retention by **26%**.
- Designed a free-delivery program that drove **8,000 orders** from 30,000 eligible users (about 27% uptake).
- Mentored **1 designer** and ran Lightning Decision Jams, Crazy 8s, and Design Sprints with cross-functional teams.

Digikala | The largest e-commerce platform in the Middle East · 5.6M daily visitors

Product Designer | Jul 2021 – Feb 2024

- Designed a cheque-based installment payment flow end to end, reaching **~\$16.8M** in order value.
- Launched **Locker**, a self-service order pickup option, reducing shipping costs and reaching **90% capacity utilization** within 3 months.
- Redesigned the coupon experience, increasing coupon conversion by **4%**.

Xebra | Product design studio in Atlanta building SaaS apps for US businesses

UI/UX Designer | Sep 2020 – Nov 2021

- Designed Rumi's Kitchen, an operations app helping a 4-location US restaurant group run daily tasks.
- Led UX for RankUp, an HR app using gamification to encourage employee engagement and progress.

EDUCATION

University of Zanjan | B.Sc. Software Engineering | 2017 – 2021

SKILLS

Product & Design: Product strategy, interaction design, design systems, design QA, workshops, Figma, Miro, Jira

Research & Data: User interviews, usability testing, A/B testing, Google Analytics, PostHog, Hotjar, Microsoft Clarity

AI & Prototyping: Claude (MCP, custom skills), Claude Design, Google AI Studio, Figma Make, Lovable, Uizard, n8n, Framer, Midjourney