

Product Designer

Ali Abbasi

Phone: +98 913 204 8699 | [Email](#) | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Product Designer and Software Technology Engineering graduate with 4+ years of experience designing enterprise and industrial software. Currently leading design on IPIMS (Integrated Process & Information Management System) — a comprehensive platform for information management, operational monitoring, reporting, and workflow analysis in industrial organizations.

CORE COMPETENCIES

- Product Design & UI/UX Design
- Wireframing, Prototyping & Design Systems (Figma)
- Design Token Systems
- Information Architecture & Interaction Design
- Enterprise & Industrial Software Design
- User Research & Usability Testing
- Synthetic User Research (AI-Augmented)
- Workflow & Process Analysis
- Cross-Functional Collaboration (Engineering & Ops)
- Front-End Development (HTML, CSS, JavaScript — Junior–Mid)

PROFESSIONAL EXPERIENCE

4+ years of experience in product design, spanning enterprise software, industrial systems, and digital platforms.

Product Designer — DPSHA (via SholeArya)

Jun 2025 – Present • 1 yr 3 mos • Isfahan, Iran

Phase 2 — IPIMS: Integrated Process & Information Management System

IPIMS unifies information management, operational monitoring, reporting, and workflow analysis into a single platform for industrial organizations. Its goal is to replace fragmented, paper-based, and siloed tools with one connected system — giving every plant unit real-time visibility, traceable documentation, and data-driven decision-making across day-to-day operations.

- Led end-to-end design of the Industrial Document Control (IDC) module, owning the full document lifecycle from information architecture through final UI.
- Redesigned and optimized Operation Control — an evolution of the Phase 1 ORMS software — expanding its scope from process/operations-only use to lab, exploitation, maintenance, and warehouse units; consolidated multiple fragmented flows into unified journeys, improving flow efficiency by 40%+ and interface usability by 70–75%, validated across three rounds of usability testing plus multi-year feedback from the prior version.
- Cut log-sheet data-entry time by 65% and reduced entry errors by 50%; improved shift-report logging by 60% with a 50% drop in reporting errors, measured through iterative usability testing.
- Redesigned the Laboratory module (successor to the company's legacy LIMS product), improving flow efficiency by 50%+ and interface usability by 70–75%, and streamlining lab sample registration.
- Designed Technical Analysis, a first-to-market feature in Iran — competitive benchmarking identified only two comparable products globally (SEQ, USA and Mitsubishi, Japan).
- Extended the design token system established in Phase 1 across all four IPIMS modules, keeping visual and interaction patterns consistent platform-wide.
- Applied AI-augmented synthetic user research alongside traditional usability testing on select IPIMS workflows, accelerating research cycles where direct plant access was limited.
- Designed the platform in alignment with industrial standards (ISO/IEC 17025, ISO 9000:2015, ISA-95, ISA-88) and HMI-101 interface guidelines; validated interface readability and safety for harsh plant environments through visual-ergonomics testing (visual acuity, low-contrast acuity, colour vision, visual field) and situational-judgment assessment, conducted directly and in collaboration with specialists where facility access was restricted.

UI/UX Designer — DPSHA (via SholeArya)

Apr 2024 – Jun 2025 · 1 yr 3 mos · Isfahan, Iran

Phase 1 — ORMS: Industrial Operational Recording & Monitoring Software

- Improved the web application's usability by 50% through two rounds of usability testing during its early pilot deployment across petrochemical-industry plants.
- Designed the mobile application from the ground up (UI and UX) for use on ruggedized industrial phones and tablets, validated through usability testing and visual-ergonomics assessments (visual acuity, low-contrast acuity, colour vision, visual field) and situational-judgment testing suited to harsh plant conditions.
- Established a design token system for consistent styling across web and mobile surfaces, later extended into the IPIMS platform in Phase 2.
- Established the foundational UI/UX patterns later reused across the company's engineering and operational applications.

Market Research & Competitive Analysis — Simorgh Softech (PCM Broker) & IraniCard

May 2022 – May 2025 · Isfahan, Iran

- Simorgh Softech (PCM Broker): tracked 50 leading Middle East brokers, benchmarking pricing behavior, spreads, and commissions; findings informed the broker's fee and commission restructuring and contributed to record new user sign-ups and 60%+ growth in social media performance.
- IraniCard: tracked 20 key competitors and delivered comprehensive product/feature reports to the marketing team; collaborated with the development team to build APIs that tracked competitors' real-time pricing changes.

EDUCATION & CERTIFICATIONS

Bachelor's Degree, Software Technology Engineering

Azad University (IAU)

Product Design & UX

- Product Design Bootcamp Certificate — Rahnema College (Jul 2025)
- UX Design: Empathize, Define, and Ideate — Google (Feb 2025)
- Foundations of User Experience (UX) Design — Google (Jan 2025)
- Design User Experiences with Figma — LinkedIn Learning (Dec 2024)

Additional Certifications

Front-end foundations (HTML & CSS Essential Training), digital marketing & analytics (Google Ads, Google Analytics 4, Digital Marketing Foundations), and blockchain fundamentals (Getting Started in Blockchain, Blockchain and Smart Contracts Security) — LinkedIn Learning.