

# Ellie Golshahi

Senior Product Designer • 9+ Years Experience • Open to Relocation to Europe and Canada

[ellie.golshahi@gmail.com](mailto:ellie.golshahi@gmail.com) | [LinkedIn Profile](#) | [Portfolio](#)

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## PROFILE

I'm Ellie, a Product Designer with an industrial design background and 9 years of experience in digital products, across B2B tools, media and fintech. I'm most interested in turning messy and complicated workflows into something people can use without thinking. I've been the only designer on a high-traffic sports media site, designed an internal dashboard from scratch that a 20+ person team uses daily, and co-founded a startup.

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## PROFESSIONAL EXPERIENCE

### Freelance Senior Product Designer • Sep 2025 – Present • Remote

#### *Senior Product Designer — Hamrahe Aval (MCI) • Feb 2026 – present*

- Designed an internal dashboard for the PR team at MCI (20+ people), replacing the separate tools they used for project tracking, content and media files, and checking how published posts performed. Phase 1 is live and in daily use. After collecting usage data we made changes, and phase 2 is now in progress.

#### *Senior Product Designer — Plus.ir • Sep 2025 – Feb 2026*

- Redesigned Plus.ir, an entertainment platform known for celebrity interview videos, alongside news, photos, podcasts and horoscopes. Designed 11 new features to get people watching more video and viewing more pages, and handed them off to development for a 2027 launch.

### Senior Product Designer | Farakav • Aug 2020 – Jul 2025

Software company working in entertainment and media • Tehran, Iran

#### *Senior Product Designer — Varzesh3 (Jan 2022 – Jul 2025)*

Varzesh3 is a sports news and media platform with photos, videos and podcasts, about 4.7M monthly web visits.

- Sole designer on Varzesh3, owned podcasts, albums and short video. Podcasts reached 50K views per month, and 30% of users adopted this feature.
- Used Clarity recordings and user feedback to rework the Match page. Average session time went from 0:34 to 1:12 (about +110%), and the clearer page structure helped its Google ranking.
- Built a reusable landing page template for events like the World Cup and Champions League results, with a 92% task success rate in analytics and an average time on page of 2:14.
- Designed a separate landing page template for the Olympics.
- Kept the design system up to date and designed the static player page, plus assets for major sporting events.

#### *Senior UI/UX Designer — Anten (Aug 2020 – Jan 2022)*

An Iranian live-streaming platform for domestic and international sports matches, plus movies and series; 10M+ downloads, 4.6★.

- Worked alongside a fellow designer on Anten and Varzesh3 at the same time.
- Maintained the cross-platform design system for Anten and added components for iOS, Android and web as the product grew.
- Designed the multi-step flows for the Events and Profile sections and kept them consistent across all three platforms.

## **UI/UX Designer | Fanap and Pasargad Electronic Payment** · Dec 2017 – Aug 2020

A company in Iran's fintech and IT sectors · Tehran, Iran

- Ran a focus group on the gift card purchase page and redesigned the service page from the findings. Businesses wanted their own branding on the cards, so a picture upload with a live card preview was added. The most-bought amounts became the preset options, with an extra field for entering any amount.
- Designed a mobile app for POS technicians to manage their daily tasks. It reached 1,000+ active users.
- Sole designer on web platforms for financial services and loyalty programs, where companies offer discounts on their products and services to customers or staff. Used by 100+ businesses.
- In the R&D team, designed 4 product concepts, including apps for checking product prices and buying internet and call packages. I delivered a demo of each.

## **Co-Founder and Product Designer | Majarajoor** · Aug 2017 – Sep 2020

A travel startup (Side project alongside my full-time role at Fanap) · Tehran, Iran

- Co-founded a marketplace connecting adventure vendors with travelers. I led product design and designed 70+ screens from scratch.
- Wrote the digital strategy, defined the user personas and created the first brand and style guide.
- Company closed in 2020 due to COVID-19, before launch.

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## CORE COMPETENCIES

**Design:** Product design, User research, Usability testing, A/B testing, User journey mapping, Information architecture, Wireframing, Prototyping, Responsive web, iOS and Android

**Systems and handoff:** Design systems, Developer handoff

**Analytics:** Hotjar, Microsoft Clarity, Google Analytics

**Tools:** Figma, Sketch, Zeplin, Photoshop, Illustrator, Basic HTML/CSS

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## EDUCATION

**M.A. in Industrial Design** | Alzahra University of Tehran · 2020

**B.A. in Industrial Design** | Art University of Semnan · 2017