



Arefeh Kamyab

Product Designer

km.arefeh@gmail.com | +98 917 002 5170 | My Portfolio | My LinkedIn

About

I'm a product designer who enjoys making complicated things easier to use. I usually start by understanding how people actually work with a system, then turn those insights into clearer flows and cleaner interfaces. I like building products that not only look good visually, but also feel easy and comfortable to use.

Work Experience

- Sep 2023 – Present **Didar CRM**, Product Designer
- Led the **end-to-end design of the CRM mobile application**, based on user needs and competitive benchmarking.
 - Built a **scalable design system** to support the new UI across the product.
 - **Redesigned** key CRM sections using the design system to ensure consistency and usability.
 - Designed a **modern icon pack** to refresh and unify the CRM UI.
 - Collaborated cross-functionally with **PMs, POs, and developers** on the design and analysis of **4+ core features**, including Ticketing, Automation, and AI Assistant.
 - Identified and resolved **70+ UX issues**, improving daily usability and workflow efficiency.
- Nov 2021 – Present **Freelancer**, UI/UX Designer
- Led end-to-end design of a **parenting mobile application**, collaborating with stakeholders and early users to define and refine user flows.
 - Designed a **full productivity mobile app for exam-prep users**, working closely with the client and developer.
 - Designed the UX/UI of a **two-sided freelance recruitment dashboard** for employers and job seekers.
- Nov 2020 – Mar 2022 **Gerdoo Design Studio**, Graphic Designer
- Designed +3 visual identity projects using the **design thinking** methodology through team collaboration.
- Aug 2018 – Sep 2021 **Qasedak Institute**, Graphic Designer

Education

- Design System Workshop**, Moein Sepehri
2024
- Product Design Bootcamp**, Rahnema College
2021
- Fundamental UX Design**, Rahnema College
2020
- Bachelor of Science**, Shiraz University
2021

Languages

- Persian** — Native
- English** — Upper-Intermediate