

Mahsa Gholipour

Senior Product Designer | Multi-Product Platforms, Design Systems & Growth-Oriented UX

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PROFILE

Senior Product Designer with 6+ years designing & scaling multi-service platforms and complex digital ecosystems. Delivered 20+ end-to-end products across mobile & desktop, specializing in 0 → 1 launches, product revamps, and multi-sided workflows. Translating intricate business needs into high-impact experiences that drive engagement & efficiency. Track record in building scalable design systems and collaborating with cross-functional leadership to deliver purposeful, user-centered solutions.

PROFESSIONAL EXPERIENCE

Amara — International Digital Health & Telemedicine Platform Canada | Senior Product Designer | 2023–Present

- Led end-to-end product design and strategy for flagship platforms within a multi-country digital health ecosystem.
- Shaped mobile and desktop experiences through discovery, interaction design, and prototyping for patients & physicians.
- Optimized the consultation experience, increasing booking efficiency by 27% via workflow & usability improvements.
- Designed multi-sided workflows for clinic dashboards and apps, streamlining scheduling and management.
- Built and scaled a company-wide design system, UX foundations and interaction patterns for cross-product consistency.
- Solved multi-sided B2C/B2B workflow challenges by identifying friction points and creating high-conversion user flows.
- Aligned all design decisions with product priorities, technical constraints, and business goals.

MeritFinder — AI-Powered Hiring Platform US | Senior Product Designer | 2024–2025

- Designed recruiter dashboards with advanced data tables for mobile & desktop, facilitating hiring decisions through AI-generated job descriptions, candidate insights, and tracking.
- Developed end-to-end candidate workflows, including AI interviews, coding tasks, and real-time feedback experiences.
- Reduced task time and improved assessment completion by simplifying complex hiring workflows and architecture.
- Validated usability through journey mapping and workflow optimization to ensure seamless experience across platforms.
- Collaborated with stakeholders to translate AI-enabled hiring concepts into usable, trustworthy, and clear experiences.

Axon — Digital Healthcare & Medical Services Platform Iran | Senior Product Designer | 2022–2025

- Led end-to-end product design for a comprehensive healthcare ecosystem, delivering consistent experiences across mobile and desktop for patients, physicians, and clinic admins.
- Designed high-frequency physician dashboards for clinical workflows, including telemedicine consultations, e-prescriptions, and medical record management.
- Increased user adoption by 18% by redesigning the appointment booking and request flows, focusing on reducing friction in patient-facing services.
- Streamlined clinic operations by designing intuitive administration tools for multi-user scheduling & operational management.
- Mentored junior designers and established multi-sided UX strategies to align interaction patterns across patient, physician, and clinic user groups.

Dexign Studio — Digital Innovation & Product Design Studio Iran | Product Designer | 2020–2022

- Led end-to-end product design for a diverse portfolio of B2B and B2C platforms, delivering high-impact solutions in FinTech, E-commerce, and Tourism-focused financial services, among others.
- Conducted stakeholder workshops and user research to align business requirements with uncovered user needs.
- Established scalable design systems, visual identities, and custom illustrations, ensuring brand integrity and consistency.
- Executed competitive analysis and market research to drive product differentiation and enhance the overall UX strategy.
- Designed icons & visual assets to enhance storytelling and UI accessibility across all products.

CORE EXPERTISE

- End-to-End Product Design
- 0 → 1 Product Development & Product Revitalization
- UX Strategy & Interaction Design
- Design Systems & Scalable UI Foundations
- Research-Driven Product Improvement
- B2B / B2C Platform Experience

HONORS & AWARDS

- National Elites Foundation Member | Top 1% National Talent
- **Ranked 1st**, National Industrial Design Olympiad (2016)
- 2x Winner, National Design Competition (2016, 2017)
- Selected as Top Researcher, University of Tehran (2019)

TOOLS

- **Design & Research:** Figma, Design Systems, High-Fidelity Prototyping, Maze, Hotjar, Google Analytics.
- **Workflow & AI:** Zeplin, Jira, Notion, ChatGPT, Claude, Midjourney, Figma AI.

EDUCATION

M.A., Industrial Design | 2017–2020

University of Tehran | **GPA: 3.94/4.0**
National Elites Foundation Admission Quota

B.A., Industrial Design | 2013–2017

Alzahra University | **GPA: 3.88/4.0**
Ranked 28th Nationwide (Top 0.1%) in Entrance Exam

TEACHING EXPERIENCE

Instructor, Industrial Design | Alzahra University

Tehran, Iran | Sep 2017 – Jun 2019
Courses: Fundamentals of Design, Design Methods, Creative Problem Solving, and ID Olympiad Prep.

LANGUAGES

Persian (Native) | English (Fluent) | Turkish (Fluent) | Chinese (Basic)