

Mahdi Rahman

Sr. Product Designer/Design System Manager | Helsinki, Finland

With over 12 years of experience in digital product design, I have worked across B2B and B2C platforms in telecommunications, healthcare, classifieds, e-commerce, and intranets. My expertise spans end-to-end design processes, from problem discovery to solution implementation, with a strong focus on data-driven decision-making, collaboration, and inclusivity.

I specialize in design systems, UX research, and AI-driven experiences, ensuring seamless integration between design and development. My approach is centered on user feedback loops, systematic documentation, and scalable design strategies.

In my recent leadership role, I managed a B2C design system serving 50M+ users, aligning UX designers, researchers, and engineers to create structured, efficient, and scalable design solutions.

Mahdi Rahman

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Experiences

Smartly

Sr. Product Designer {Mar 2025 - Present}

Happeo

Sr. Product Designer/Design System Manager {Apr 2022 - Mar 2025}

- Designed a knowledge gap detection service, integrating Gemini 2.0 Flash to support diverse content formats.
- Led the AI search experience design, incorporating LLM (PaLM 2), Vector, and Semantic Search with RAG evaluator integration.
- Initiated the mobile app design process, identifying key issues, conducting user research, and establishing a scalable feedback loop.
- Developed and maintained Happeo's design system (Vesa), aligning it with product growth through phased integration strategies.
- Designed an advanced analytics dashboard, introducing sophisticated filters and data visualization tools.

Divar

UX Engineering Chapter Leader {Feb 2020 - Apr 2022}

- Led the UX Engineering (UXE) chapter, managing 3 UX designers, 1 researcher, and 4 engineers.
- Established and maintained SONNAT, Divar's design system, serving 50M monthly users.

UX Engineer {Feb 2019 - Feb 2020}

- Redesigned Divar's platform website and PWA, leveraging user data and usability testing for improved navigation.
- Led a 10+ member front-end team (Android, Android TV, iOS, web/PWA) to implement a progressive design system.
- Founded Iran's first UX Engineering (UXE) team, handling recruitment and evaluation of design engineers.

Praxo Health Information

Co-Founder | Product Designer {Feb 2017 - May 2019}

- Co-founded Praxo, a health record management platform for medical professionals.
- Led product design, UX research, and user interviews.

Behineh Pardazan Rizmoj Sanat

UX Designer | UI Developer {Apr 2013 - Jan 2017}

Iranian TV Channel

Graphic Designer | UX Designer {Jan 2012 - Apr 2013}

Ortod Advertising Agency

Graphic Designer | Printing Supervisor {Aug 2010 - Jan 2012}

Skills

Softwares {Design}

Figma | Sketch | Adobe Illustrator | Photoshop | After Effects | Cinema 4D (Basics) | ProtoPie

Tools {Research & Discovery}

Custom ChatGPTs | Anthropic Claude | Dovetail | Typeform | Optimal Workshop | UX Sort | Maze, Miro | FigJam | ProductBoard | Pendo | GA

Programming & Languages {Development}

HTML | CSS | JavaScript | React | QT | Python (Basics) | Storybook | Chromatic

Product Design & Design Engineering {Bridge skill-set}

- Design System Management & Documentation
- Interface & Interaction Design
- UX Design, Usability Testing & A/B Testing
- Problem Discovery & Scope Definition
- Prototyping & UI Implementation
- Accessibility & Internationalization (WCAG, a11y, i18n)
- Performance-Oriented Design
- UI Development at Production Level
- Design Technology & Development Validation
- Qualitative & Quantitative Research
- Design Tokens & Theming
- Defining Detailed Scenarios for QA Teams

Projects & Publications

SONNAT Design System {Design system documentation}

SONNAT Design System {Design system developer tools, React components & resources}

Paskoocheh {My leading experience in a 3D modeling/three.js hackathon project}

Design Engineering Hand Book {Translated and localized Design Better handbook}

Language

Persian {Native}

English {Fluent}

Education

B.Sc. Chemical Engineering (Oil Process Design) {2008}

Babol Noshirvani university of technology | Babol, Iran

Philosophy of Art {2015}

Allameh Tabataba'i University