MILAD KARAMI MOTLAGH

PRODUCT DESIGNER

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Portfolio | me@miladkm.ir

SKILLS

Interpersonal Skills
- Empathy
- Communication
- Teamworking

Problem-Solving
- Creativity
- Attention to Detail
- Flexibility

Organizational Skills
- Time Management
- Persistence

Specialized Skills
- Design System
- Usability Testing
- User Research
- UX Writing

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Xd
- Adobe Premiere Pro
- Artificial intelligence
- Wireframing
- Miro
- Trello
- Final Cut
- Figma
- Familiar Css
- Familiar Js
- Familiar HTML

CERTIFICATES

Google
UX Design Professional Certificate

- Foundations
- Empathize, Define & Ideate
- Wireframes & Low Fidelity
- UX Research & Test Early
- High Fidelity Designs
- Dynamic User Interfaces (UI) for Websites

Amanj Academy
Product Design Discovery

LANGUAGES

English: Working Proficiency

Persian: Native

SUMMARY

I am a UX and Product Designer focused on creating scalable, user-centered digital solutions. Skilled in translating complex needs into intuitive and functional products, with experience across data-driven platforms, employee welfare systems, and veterinary health tools. I combine attention to detail, a deep understanding of user behavior, and a strategic mindset to deliver impactful, business-aligned user experiences.

WORK EXPERIENCE

Product Designer
Tehran (Remote)

Vetanu, Full-Time — Sep 2024-Present

Vetano is a digital veterinary platform that modernizes pet care by centralizing medical records, lab results, and prescriptions—eliminating the need for paper-based systems.

- Identified key challenges in veterinary workflows and designed user-centered solutions to optimize operational performance and clinical efficiency.
- Designed and developed a comprehensive pet management platform aimed at eliminating paper-based laboratory records and fully digitizing medical histories.
- Enabled veterinarians to access lab results and treatment prescriptions quickly and centrally, improving clinical decision-making speed and accuracy.
- Introduced an innovative use of microchips as unique identifiers for pets, extending their functionality beyond traditional travel-related purposes.
- Designed a scalable data infrastructure for collecting health information—including prescriptions and lab results—enabling future AI-driven health insights and analytics.
- Created intuitive user journeys and scalable UI architecture using Figma, FigJam, and Notion to support four distinct user roles: User, Doctor, Clinic, and Admin.
- Successfully launched the MVP phase with the User and Admin panels and initiated iterative improvements based on real-world user feedback.

Product Designer
Tehran (Hybrid)

Arad, Full-Time — Dec 2023-Nov 2024

Arad specializes in HCM solutions, developing innovative products to streamline HR processes, boost employee engagement, and improve organizational efficiency.

- Research initiatives, analyzing employee loyalty drivers and identifying HR managers' critical needs.
- Identified the growing demand for well-being solutions in the HR sector and contributed to the development of features that directly addressed this need, attracting significant interest from major organizations.
- Proposed and successfully implemented a "Buy Now, Pay Later" (BNPL) model, improving accessibility to welfare programs and reducing financial barriers for corporate clients.
- Designed and piloted an internal organizational interaction program, receiving highly positive feedback from early users and stakeholders.
- Developed a structured employee tagging and categorization framework that enhanced HR data organization and operational efficiency, with strong positive responses from clients.
- Created a distinctive visual identity for the Arad brand, including customized UI icons and a coherent color system.
- Streamlined the benefits management process, enabling organizations to scale their welfare initiatives more effectively and transparently.

UI/UX Designer
Tehran (on-site)

Behfalab, Full-Time — Feb 2022-Mar 2023

Behfalab, the first Middle Eastern Process mining specialist, offers innovative solutions to optimize and automate business processes.

- Conducted extensive user research, including competitor analysis and stakeholder interviews with major banks and corporations.
- Designed advanced real-time filtering systems and animated process maps to improve data flow visualization and user comprehension.
- Developed scalable, data-driven dashboards by applying principles of data storytelling and user behavior analysis.
- Collaborated closely with the development team to ensure the precise and high-quality implementation of design features.
- Enhanced decision-making speed and accuracy for enterprise users and contributed to securing partnerships with major financial institutions.

Freelance UI/UX Designer
Tehran (Remote)

Self-employed — Jun 2021-Aug 2023

Delivered a comprehensive UX design course combining theoretical foundations and real-world applications. Covered core topics including user research, wireframing, prototyping, and usability testing. Mentored students through hands-on, project-based learning, and introduced various roles within the design industry to prepare them for job-readiness.