

Mahta Mirzaei

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Product designer who ships, not just mocks up. I turn developer-built complexity into interfaces people actually use — and I build fast, prototyping in code and wiring up AI features so ideas get tested in days, not sprints. Four years designing AI tools, B2B SaaS, and no-code platforms for international teams (Bettermode, Canada; Midshift, UK). Grew user bases, shipped enterprise features, made technical products usable. Looking for a remote founding designer role at an early-stage startup that needs real UX thinking — and someone who can build alongside the team.

EXPERIENCE

Expert Designer (Bettermode Canada 2024 - 2025)

Selected as one of four expert designers to build enterprise community templates – replacing months of custom development enterprise clients couldn't wait for.

- Built reusable enterprise templates that replaced custom development for major clients, cutting delivery from months to days.
- Designed one flexible template system that worked equally well for luxury retail and technical developer audiences.
- Cut enterprise onboarding time 3x by collaborating directly with stakeholders instead of routing through account managers.
- Redesigned the Bettermode.com marketing site, improving clarity and trial conversion.

Founding Product Designer (Midshift UK 2023 - 2024)

Led the pivot from a static career site to an AI-powered personalized learning platform — users were drowning in resources with no clear next step.

- Led the full redesign of midshift.co.uk in one month with a 3-person team, against an investor deadline.
- Designed AI features that parsed CVs, extracted skills, and generated personalized learning paths from real career goals.
- Grew active users 60% (2,500 → 4,000) by rebuilding onboarding to reach the first learning module in minutes, not lost in menus.
- Introduced Bolt.new and AI-assisted prototyping, cutting idea-to-test time from weeks to days.
- Doubled engagement on learning paths users had previously abandoned.

Product Designer (iDeep Iran 2021 - 2023)

Designed B2B platforms across logistics, insurance, and e-learning for client startups — each with users and workflows unfamiliar with software.

- Shipped B2B platforms for 3+ clients, each with distinct users and business constraints.
- Ran user research with drivers, agents, and teachers to design around real behavior, not assumptions.
- Simplified complex workflows for non-technical operators, reducing manual errors and training time.

SKILLS & APPROACH

Design & Execution

0-to-1 product design, shipping features in days, designing around technical constraints, user research on startup budgets, scalable design systems with clean developer handoff, rapid prototyping with AI-assisted / vibe coding.

Work Style

Direct founder collaboration, comfortable with ambiguity and shifting priorities.

Tools

Figma, Framer, Webflow, Bolt.new, Firebase Studio, Bolt, Google AI Studio, Claude Code/design, Protopie, Slack, Notion, and no-code platforms.

Languages

Persian (Native), English (IELTS 7.0 C1)

EDUCATION AND COURSES

Business Administration & Leadership

Ilia State University - Georgia	2019 - 2021
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Set Design and Interaction

Art University of Tehran - Iran 2016 - 2019

Gamification in Design

Inverse School - Online 2023 - 2024

Make Design Systems People Want to Use

Design System university - Online 2022 - 2023

UI/UX Complete Course

Inverse School - Online 2021 - 2022