

Farhad Momtazbaf

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Product Designer

With 8 years of experience, I excel in product design, UX/UI, and creative direction. My background spans the fitness and software industries, where I improved usability and engagement. In 4 months, I achieved a 20% reduction in development time through effective collaboration with stakeholders.

WORK EXPERIENCE

Product Designer

Xplor

03/2024 - Present

- Spearheaded the modernization of the Legend product by conducting in-depth research.
- Elevated product usability within 4 months by creating and refining wireframes and prototypes, leading to more intuitive design solutions.
- Achieved a 20% reduction in product development time within 3 months by effectively collaborating with stakeholders to synchronize user and business goals.
- Boosted design effectiveness by refining user interfaces through comprehensive usability testing, ensuring solutions met user needs and preferences within a 4-month timeframe.

Web & UX Manager

Xplor

06/2022 - 02/2024

- Directed web and UX initiatives for Xplor's fitness brands across North America.
- Achieved a 10% boost in conversion rates within 6 months through the development of targeted landing pages and marketing materials tailored to user needs.
- Coordinated with global teams in Canada, the US, UK, and Australia.
- Oversaw external contractors and collaborated with design agencies to ensure quality outcomes.

Creative Manager

Xplor

10/2020 - 05/2022

- Enhanced user engagement by 15% in 3 months by directing creative design efforts, including graphics and videos, for fitness software brands.
- Produced marketing materials to support branding and promotional campaigns.
- Collaborated with global marketing teams across multiple regions.
- Managed external contractors to deliver cohesive and high-impact campaigns.

Senior Graphic Designer

Xplor

06/2018 - 09/2020

- Redesigned six international SaaS websites to enhance user experience.
- Collaborated with agencies and developers to deliver high-quality results.
- Designed creative assets for marketing and sales initiatives.
- Improved conversion rates through impactful and visually engaging designs.

Design Lead

EMC Business Solutions

06/2017 - 05/2018

- Led creative design for luxury hot tub marketing campaigns.
- Developed advertising strategies, branding, and graphics for B2B and B2C initiatives.
- Built and managed a high-performing design team to deliver quality results.
- Ensured campaign success through innovative and strategic design solutions.

User Experience Designer

Vision33

07/2015 - 05/2017

- Designed web and UX elements for software products, simplifying complex information.
- Translated technical concepts into user-friendly designs.
- Created engaging educational materials to support product understanding.
- Collaborated with stakeholders to develop creative strategies for impactful designs.

Graphic Designer

University of Victoria

01/2014 - 06/2015

- Produced advertising campaigns, videos, and motion graphics for the university's marketing department.
- Contributed to web initiatives by conducting research and providing actionable insights.
- Supported digital media projects with creative and strategic input.
- Ensured brand alignment across all marketing materials.

EDUCATION

Master's degree in Communications Engineering

University of Victoria

01/2013 - 12/2015

CERTIFICATIONS

Human Centered Design

Emily Carr University of Art and Design

01/2024 - Present

SKILLS

- User-centered Design
- User Experience (UX)
- User Interface Design
- User Journeys
- UX Research
- Wireframing