MOSTAFA TAGHIPOUR

Senior Product Designer & Design Systems Lead | AI-Augmented Product Builder

Design Systems Specialist

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SUMMARY

Product Designer and Design Systems Lead with 6+ years of experience architecting scalable, token-driven design systems and shipping end-to-end B2B SaaS products across the US, UK, EU, and APAC. Proven track record of bridging product strategy, business KPIs, and front-end execution leveraging AI workflows (Claude,Framer) to rapidly prototype, validate, and ship production-ready experiences. Backed by an M.A. in Social Science Research, combining autonomous user research with systems thinking to drive adoption, conversion, and engineering velocity

EXPERIENCE

Product Designer | Design Systems Manager – Roam

Mar 2026 – Jul 2026 | Bend, Oregon, United States · Remote (Contract)

- Architected and shipped a multi-tier design token infrastructure synced with front-end codebases, boosting platform consistency by 45% and accelerating feature time-to-market
- Owned end-to-end product design for complex B2B enterprise workflows, translating business KPIs directly into interactive prototypes and shipped production features without waiting for rigid PRDs
- Simplified data-dense information architecture into streamlined user journeys, lifting usability scores by 10% in testing
- Led product design across enterprise-scale B2B workflows, translating business requirements into scalable user journeys, high-fidelity interfaces, and production-ready experiences
- Halved pre-launch UI defects through rigorous, pixel-perfect design QA in close partnership with front-end engineers

Design Systems Manager – Inity

Feb 2025 – Feb 2026 | Dubrovnik-Neretva, Croatia (Contract)

- Scaled a multi-brand Design System across several live products, establishing automated governance and token architecture that cut engineering implementation time and cross-team

friction
- Spearheaded the end-to-end UX/UI overhaul for the core BBR data platform, transforming complex, data-heavy workflows into high-converting, self-serve user journeys.

Icon Designer – UI ASTRA Framework

Oct 2023 – Nov 2025 | Peru · Remote (Contract)

- Improved visual consistency across products by designing and shipping a scalable system of 1,000+ custom vector icons.
- Maintained strict legibility at every screen size by hand-drawing every icon on one consistent geometric grid.
- Set the iconography guidelines and asset workflow adopted framework-wide, working directly with product and front-end teams.

Product Designer – Voyager

Feb 2024 – Aug 2024 | London Area, United Kingdom · Remote (Contract)

- Drove product discovery, rapid prototyping, and final shipping for multi-layered user flows, tying every design iteration directly to target business metrics and user retention KPIs
- Conducted autonomous user research and usability testing to validate assumptions early, preventing costly engineering rework prior to launch

UI/UX Designer – Coffee

May 2023 – Jan 2024 | Australia · Remote (Full time)

- Owned core user flows and interfaces for the Coffee product and its AI-driven features from initial concept through final delivery.
- Led the end-to-end product design and shipping of core AI-driven features from zero-to-one, partnering directly with engineering to define AI interaction patterns and edge cases

UI/UX Designer – Mixer Inc

Sep 2022 – May 2023 | Osaka, Japan · Remote (Full time)

- Bridged international product aesthetics with strict Japanese visual standards, leading cross-cultural visual strategy for the Osaka-based team.
- Delivered specialized Web3 and NFT design projects with Tsubasa Company, ensuring high-fidelity, pixel-perfect presentation across platforms.

UI Designer – Tavanmand (Full-Time)

Nov 2020 – Nov 2021 | Isfahan Province, Iran

- Lifted user engagement by 30%, cut unnecessary support calls by 40%, and increased new-to-active conversion by 15% with a redesigned elevator management app.

- Replaced phone-based manual follow-ups with a self-serve monitoring and control interface usable even by low-tech-literacy residents.
- Collaborated with cross-functional teams to ensure smooth rollout and adoption among residents.

EDUCATION

- **Master's Degree in Social Science Research** – University of Tabriz
- **Bachelor's Degree in Social Science Research** – University of Birjand

SKILLS

Product & Strategy	End-to-End Product Design, Product Strategy & KPI Alignment, Autonomous User Research, Usability Testing, Information Architecture, Conversion Rate Optimization (CRO)
Design Systems & Engineering Bridge	Design Systems Architecture, Design Tokens (Variables / JSON), Component Governance, Front-End Literacy (HTML/CSS/React concepts), Design QA
Soft Skills	Cross-Functional Leadership, Creative Problem Solving, Attention to Detail, Adaptability, Time Management, Critical Thinking, Presentation & Storytelling, Continuous Learning
AI & Prototyping Stack	Figma (Advanced Variables & Auto-Layout), Claude (AI Workflows & Rapid Prototyping), Cursor / AI Code Generation, Framer, Automated Handoff
Tools & AI	Figma, Framer, Claude, Adobe XD, Illustrator, Miro, Zeplin, Notion, Slack, Jira
Language	English (Advanced), Persian (Native),Armenian