

Afra Alamshahi

PRODUCT DESIGNER

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Summary

I'm Afra Alamshahi, a product Designer specialising in end-to-end UX, from user interviews, personas and journey mapping to responsive, mobile-first interfaces and lean design systems. Experienced in fast-paced product teams, collaborating with Product and Engineering to turn complex user flows and edge cases into simple, shippable user experiences.

Core Skills / Tools

Skills

UX Research - User Interviews - Persona Creation - Journey Mapping - Usability Testing - Heuristic Evaluation - Information Architecture - Interaction Design - Wireframing - Prototyping - UX Writing - Responsive & Mobile-First Design - Design Systems - Conversion Optimization - Cross-Functional Collaboration - Agile/Scrum Collaboration - Design Documentation - Developer Handoff

Tools

Figma - FigJam - Miro - Google Analytics (GA4) - Metabase - Clarity - Notion - Jira - Hotjar - Photoshop - Sketch

Work Experience

ERPOctopus - Product Designer Dec 2025 – Present

Product Designer with experience in designing ERP analytical modules, KPI visualizations, and features like Achievements and Archives to improve product insights and operational decision-making.

UX/UI Design Projects Jan 2024 – Present

- **Azki.com** - Operations Dashboard
Designed and delivered an internal performance dashboard to monitor QA/QC scores, rankings, reports, announcements, and employee profiles. Led the end-to-end product design process from requirements to final UI, collaborating closely with developers to ensure successful implementation.
- **Ketrino** - Online Food Catering Platform Redesign
Redesigned the full customization flow, reducing mis-clicks and unnecessary interactions. User testing showed clearer decision-making, ~30% faster completion, and more consistent add-to-cart attempts.
- **PopUp** - 0 to 1 Event Discovery App
Designed the flows and UI for event discovery, ticketing, and live viewing. Iterative testing showed ~30% faster event exploration compared to the initial prototype, with fewer issues in the ticketing flow.

Amanj Academy - Product Design Intern Feb 2024 – May 2024

- Created user-centric wireframes and interactive prototypes.
- Conducted user research and usability testing for better UX.

Azki.com Jul 2022 – Dec 2025

- **Quality Assurance Specialist** Nov 2023 – Present
 - Analyzed 500+ user issues to identify UX and flow-related problems, sharing insights with Product & Design teams.
 - Documented operational edge cases, improving clarity and reducing process errors.
 - Worked with Product, Design, and Engineering teams refine features and validate flows.
 - Trained 200+ agents, reducing process-related mistakes by 30%.
- **Follow-Up Specialist** Jul 2022 – Nov 2023
 - Handled 200+ insurance orders daily, following up to ensure timely issuance.
 - Contacted customers to collect missing documents and resolve order issues.
 - Reduced delays by prioritizing critical cases and coordinating with underwriting and support teams.

Education

B.A. in ECO Insurance Management - Allameh Tabataba'i University (2023)

Certifications

Product Design Certificate - Amanj Academy (2023)
Product Management Certificate - Product Plan (2024)
Enterprise Design Thinking Practitioner - IBM (2023)
Learn Figma, UI/UX Design Masterclass - Udemy (2023)