

SOROUSH ESFAHANI

Senior Product Designer | Product Strategy · Design Systems · Growth

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Senior Product Designer and hands-on design lead focused on turning ambiguous, high-complexity problems into clear, scalable digital products. Designing products since 2015 across travel, SaaS, marketplaces, e-commerce, health tech, and operational systems. I combine product strategy, UX research, interaction design, design systems, and data-informed iteration with strong business and technical understanding - from zero-to-one through growth and optimization.

SELECTED EXPERIENCE

PingoTrip / Product Design Lead Aug 2024 - Present

Travel technology · B2C + B2B · responsive web, PWA/mobile, back office

- Lead end-to-end product design across **8+ core flows** spanning flights, hotels, tours, search, booking, payments, cancellations, B2B services, and internal operations.
- Redesigned passenger data entry and validation, reducing abandonment by **~35%**; improved booking and payment completion by **10-25%**.
- Built and drove adoption of a company-wide **design system** and partner with Product, Engineering, Support, Sales, and Operations from discovery through release.

Eco Waste Management Solutions / Staff Product Designer / Product Lead Dec 2022 - Dec 2023

Marketplace / sustainability · Android + PWA · 350K+ users across 6 cities

- Led product strategy and UX for a system-level redesign, aligning customer needs, service operations, business priorities, and engineering constraints.
- Delivered measurable gains: **45% faster request completion, 35% fewer product-related support calls, 23% MAU growth, 25% more balance retained in-app, and 15% more repeat requests.**
- Owned discovery, research synthesis, UX architecture, interaction design, product definition, and roadmap decisions with the CEO, CTO, Engineering, and Operations.

Dayan / Senior Product Designer Jun 2022 - Dec 2022

E-commerce / retail · customer journeys + affiliate ecosystem + 800K+ users across country

- Designed and launched **Fast Cart**, evolving an early concept into a significant sales channel; led the work from problem framing and service strategy through prototyping, UI, handoff, and iteration.
- Developed the strategic foundations for Dayan Affiliate and partner tools while balancing user needs, commercial goals, brand requirements, and technical constraints.

Vidubia / Product Designer & Front-end Developer Mar 2019 - Oct 2020

SaaS / media-localization · product design + implementation

- Simplified complex translation, dubbing, review, tracking, and publishing workflows, helping **more than double content-production speed while reducing operational costs.**

ADDITIONAL ROLES

Hostplore — Co-Founder Dec 2024 - Feb 2026

Product proposition, service design, positioning, brand, acquisition flows, go-to-market.

Freelance — Product Designer & Product Strategy Consultant Jan - Aug 2024

Discovery, product definition, UX architecture, stakeholder alignment.

Giome Creative Agency — Co-Founder & Chief Creative Officer Jun 2020 - Aug 2022

Built and mentored an 8-person multidisciplinary team; led 10+ client engagements.

iShia Developers — Product Designer Sep 2020 - Aug 2021

Design systems, UX research, enterprise/internal tools, repeatable product-design processes.

Motif Design Studios UK — Product Designer Jan - Nov 2020

Fanasa Rehabilitation Technologies — Digital Product Designer & Front-end Developer Feb 2019 - Sep 2020

BaladShow — Product Designer & Design Technologist Sep 2018 - Sep 2020

CORE EXPERTISE

PRODUCT & UX Product Design · Product Strategy · Product Discovery · UX Research · Interaction Design · Information Architecture · Service Design · Conversion Optimization · Prototyping · Complex Workflows

SYSTEMS & LEADERSHIP Design Systems · B2B/B2C · SaaS · Marketplaces · Data-Informed Design · Stakeholder Management · Cross-functional Leadership · Mentoring · Figma · GA4 · Microsoft Clarity

RECOGNITION Grow with Google Startup Program - Grand Prize · Silkroad Startup Grand Prize - 1st Place · Most Innovative Startup in Iran

EDUCATION B.A., Biotechnology · Interaction Design Foundation, 2025