Nasim Raeesi

Product Designer

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Product Designer with **6+ years of experience** designing **web and mobile products** in **insurtech, B2B marketplaces, and complex SaaS platforms**.
I'm best at taking **dense financial and transactional workflows** and making them feel simple for the people who actually use them.
Lately I've been working on both sides of **AI in design**: integrating it into the products I ship, and using generative AI in my own process for rapid prototyping, research synthesis, and workflow automation.
I work closely with product managers and engineering through the whole cycle, from discovery to delivery, and have helped **evolve design systems** on every team I've joined.

Experience

Senior Product Designer . METYCLE

Sep 2023 - Present

B2B industrial marketplace for scrap metal - Berlin

- **Improved usability and decision speed for traders and operations teams** by translating complex operational logic, multiple user roles, and system dependencies into clear, workflow-driven interfaces.
- **Accelerated front-end delivery and improved UI consistency by designing and scaling an atomic design system after the company's Series A,** establishing design tokens, reusable components, layout rules, and documentation.
- **Cut prototyping and research synthesis time by directing AI-assisted workflows with Claude and Lovable,** evaluating and refining output to protect quality and brand consistency.
- **Own end-to-end product design across multiple roadmap initiatives,** partnering with engineers on component behavior, accessibility states, and front-end feasibility to keep the design system aligned across Figma and code.
- **Informed product strategy** by running user interviews, workflow discovery sessions, and stakeholder workshops that surfaced operational bottlenecks.

Product Designer . heycar

Jun 2022- Aug 2023

Consumer car marketplace (B2C) - Berlin

- Led product design for **web and mobile marketplaces in France and the Netherlands, contributing to an 18% increase** in regional customer engagement.
- Owned end to end customer journeys, from search and discovery to purchase, with a strong focus **on mobile first flows**.
- Used usability tests, analytics, and customer feedback to spot problems, refine hypotheses, and guide iterations.
- **Simplified complex search and purchasing paths** through clear information architecture and ongoing experimentation.
- Worked closely with Product, Engineering, and Marketing to turn business goals into scalable experiences for car buyers.
- Co developed a global modular design system used by several international teams, **which improved consistency and cut design debt by 25%.**

Product Designer . Wefox

Feb 2021- May 2022

Insurtech platform (B2B)- Berlin

- **Reduced task completion time by 22%** by mapping and optimizing complex operational workflows for insurance brokers using a systems-thinking approach.
- Designed internal products and operational tools for insurance brokers in a **highly regulated financial environment, including permissioned, multi-role workflows.**
- Expanded and documented reusable design system components, improving consistency and implementation efficiency across products.

UI/UX Designer . Smoobu

Aug 2020- Jan 2021

Rental management SaaS - Berlin

- **Redesigned onboarding and activation experiences** across web and mobile platforms, improving early-stage user engagement and product adoption.
- Conducted user interviews and developed personas to identify opportunities and support product roadmap decisions.
- Contributed to the development of a scalable design system that improved consistency across the platform.

Earlier: UI/UX Designer, Kietzee - Berlin - 2018-2020 - UX research, Wireframing, Usability testing, And interactive prototype for early-stage web features.

Personal Portfolio Project

- Designed and built a custom portfolio site **using Claude Code** and **AI-assisted development workflows**, taking it from design through working front-end code.

Skills

Product & Systems

Product & System Design - Workflow Designs - System Thinking - Information Architecture - Product Discovery - UX Strategy

Research & Craft

User Research - Usability Testing - Rapid Prototyping - Design System - UI Designs

AI-Enabled Design

AI-Assisted Workflows - LLMs (Anthropic & Open AI models) - Prompt Engineering - AI-Driven Insight Synthesis - Conversational Interface Design

Tools

- Figma
- Lovable
- Claude/Claude code
- Miro
- Hotjar
- Google Analytics

Education

UI/UX Design - CareerFoundry

Berlin . 2019-2020

BSc, Chemical Engineering - AUT

Amirkabir University of Technology . Tehran . 2012- 2017

Languages

English (Fluent) - **German** (B2) - **Farsi** (Native)