

Mohammad Faramarznia

Product Designer — fintech, design systems and AI products, from research to shipped front-end

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Product designer with 4+ years across fintech, startup and AI products. At IranBroker I've owned two major redesigns, built the design system the platform now runs on, and led research with 20+ traders. I work end to end — research, information architecture, flows, design systems — and build the front-end myself when it matters: I designed and coded my portfolio from scratch, and founded Promptinia, a live bilingual AI SaaS I took from idea to production on my own.

EXPERIENCE

Product Designer · IranBroker [Case study ↗](#) Dec 2024 – Present

Reviews, data and tools for traders across forex, crypto and Iran's capital markets · Mashhad

- **v2 redesign:** owned the design of a major migration off the legacy product — one coherent UI kit, UX basics fixed, broken parts found and repaired.
- **Design system (v3):** designed and implemented IranBroker's design system and redesigned the entire site onto it, while new features were being built on the same system in parallel.
- **Research:** ran exploratory research — in-depth interviews with 20+ traders across segments plus a survey — to map what Iranian traders actually need.
- **Dashboards:** redesigned the user dashboard and designed a new dashboard that gives financial institutions their own space on IranBroker's tools and services.
- **Data campaign:** designed the site for the annual crypto-exchange ranking — a 100-indicator, six-criterion report turned into an interactive data story; the live public vote drew **15,984 participants**. [Case study ↗](#)
- **IranBroker New Tab:** designed and built solo, one of several Chrome extensions for traders — live prices across 4 markets, a trading journal with analytics, a Persian AI assistant. 96 commits in 7.5 weeks, 296 ms first paint; my pre-release QA audit caught a P&L bug that inflated a \$1,800 trade to \$18M. [Case study ↗](#)

Product Designer · LaunchingMax [Case study ↗](#) Aug 2023 – Dec 2024

UK startup that builds, backs and supports startups, best known for startup-visa services · full-time, Iran team

- Designed the client platform where founders track their startup's build and their startup-visa application, stage by stage.
- Took client startups from idea to launch-ready: early product concepts, visual identities, pitch decks, websites and app designs, plus marketing assets.

Other roles

Product Designer, PARA System Safety Engineering (Jan – Oct 2024, project-based, remote) · UX Designer, Ctrl A (Nov 2022 – Apr 2023) · Web Designer, Toos Darman Teb (Jan – Nov 2022).

SELECTED PROJECTS

faramarznia.info · Portfolio, designed and built from scratch 2026

- Next.js 14, a custom Three.js line-portrait morphing engine, GSAP scroll storytelling, six languages with full RTL support, light/dark themes — every case study below lives here.

Promptinia · Founder · promptinia.com [Case study ↗](#) 2026 – Present

- A self-set challenge: take one product from idea to production entirely with AI — identity, design system, UI/UX, front-end, back-end, server setup and marketing. Result: a live bilingual prompt-optimisation SaaS (Next.js, NestJS, Chrome extension working inside Claude, ChatGPT, Gemini, Midjourney and Figma).
- Designed a four-stage engine with 42 hand-written templates (6 for Persian-only needs) and adapters for 5 model-specific prompt grammars; local payments via ZarinPal.

Developika · Brand, design system and website (freelance) [Case study ↗](#) 2025

- From naming to design system: restructured the studio's services from technology-based to need-based before any pixels, then delivered the name, logo, a 30-page brand book and a fully customised Untitled UI design system.
- Designed Persian, English and Arabic side by side in Figma — light and dark, 3 breakpoints, 18 frames per page — with themes and 546 content strings switching automatically through Figma Variables and JSON export.

SKILLS

Product & UX: exploratory research and interviews, information architecture, interaction design, prototyping, UX writing, data visualisation

Design systems: Figma (Variables, modes, components), design tokens and JSON export, Untitled UI, light/dark theming, multilingual RTL/LTR interfaces

Front-end: HTML, CSS, JavaScript, React, Next.js, GSAP, Three.js, Chrome extensions (MV3)

AI & tooling: Claude Code (AI-assisted build), Playwright (QA automation), FigJam, Illustrator, Photoshop

EDUCATION & CERTIFICATIONS

B.Sc. Computer Science (in progress) — Payame Noor University
UI Specialist — MFT Tehran Institute of Technology, 2023
UI/UX Design — MFT Tehran Institute of Technology, 2022

LANGUAGES

Persian — native
English — working proficiency (B1–B2)