Hooman Ahmadi

Designer

Email: hoomanahmadi14@gmail.com Mobile: +989395509091 Portfolio: hoomanahmadi.com

Design leader and product designer with 10+ years of experience across product, branding, and visual design. I combine hands-on design with team leadership and product ownership to translate business strategy into experiences that improve activation, engagement, and revenue. My work spans fintech, crypto, and gaming, from launching new products and simplifying financial journeys to building design systems that support growing teams.

Experiences

Pump

Entertainment and gaming platform

Head of Design

Nov 2025 - Present

- Lead the design team and co-own product strategy, guiding Pump's shift from a rewards app to an entertainment and gaming platform and increasing company profitability more than 5x.
- Shape payment and monetization experiences across the platform, aligning product decisions with user needs and business goals.
- Co-owned product strategy and led design for Jimi Jam, the World Cup campaign, creating score- and streak-based rewards and onboarding for late entrants.
- Led phased homepage and campaign messaging improvements for Jimi Jam, driving a 40% relative increase in signup-to-first-game conversion.
- Introduced AI-assisted design workflows and improved resource planning, enabling delivery during high-pressure periods without additional hiring.

Wallex

Leading crypto exchange in Iran

Product Designer → Design Lead

Jun 2024 - Dec 2025

- Owned product and design for Wallex's deposit recovery, coordinating delivery with Shape Up; average signup-to-first-deposit conversion reached approximately 9% above its pre-shutdown baseline.
- Turned funnel analysis and support insights into clearer deposit choices, bank-specific guidance, reusable source-card selection, and expected fund-arrival information.
- Led the launch of WallGold, the holding company's physical gold investment platform.
- Translated WallGold's Gold as Currency strategy into an account-first home and scalable services hub; average gold transfer activity increased 80% after the redesign.
- Designed WallGold's installment purchase journey with engineering, reaching first launch in two weeks; monthly sales increased 83% after release.

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- Co-owned product and design for Wallex's Pump campaign, increasing referral participation more than fivefold through redesigned incentives and reducing ticket-related support calls to nearly zero.
- Designed and launched the crypto swap feature, contributing to a 2% increase in revenue.
- Led the Wallex homepage redesign and evolution of its design system, improving consistency across product experiences.
- Promoted from Product Designer to Design Lead, partnering with product, marketing, and engineering to guide priorities and delivery.

Green City

A leading force in driving IoT, blockchain, and fintech industry

Product Designer

Apr 2022 - Jun 2024

- Designed cluster deployment platform for efficient server management.
- Developed Integrated Video Management Platform (IVMP) and design system for camera and sensor management.
- Designed crypto portfolio management platform and associated design system.
- Currently designing an OMS (order management system) trading platform for the stock market.
- Proactively supported teammates by sharing knowledge in product design and guiding them in implementing design systems effectively.
- Collaborated with the product team to enhance the development process, contributing valuable insights and suggestions for improvement.
- Played a key role in designing the recruitment process for hiring designers, ensuring a comprehensive and efficient evaluation of candidates.

Paradigm Agency

Leading group in field of design and development

Product Designer

Sep 2021 - Oct 2024 · Part-time

- Collaborated in multiple design projects including branding and product design.
- Successfully managed design to Launched an American based E-commerce.

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Snapp Group

Service company

Product Designer

Sep 2021 - Mar 2022 · 6 months

- Designed a talent enrollment platform tailored for interns, facilitating their career progression within the Snapp Group.
- Spearheaded the creation of marketing posters aimed at promoting the internship program, effectively communicating its benefits and opportunities to potential candidates.
- Collaborated with cross-functional teams to align design strategies with company goals and brand identity, maintaining consistency across all marketing materials.

TechTik

Germany-based startup revolutionising social media platform.

Product Designer

Oct 2021 - Nov 2022

- Led a 3-person design team, collaborating with a Germany-based team to design their product and optimise processes.
- Successfully launched the MVP of the self-developed app, PiTime.
- Led design efforts for multiple other products, ensuring alignment with user needs and business objectives.
- Implemented design best practices, mentored team members, and fostered a positive work environment.
- Collaborated cross-functionally with development, marketing, and product management teams.

Volunteer work

Support and empower the +100 **Spiral** Designers Community and other individuals by sharing knowledge and providing guidance to fellow designers.

Speaker at University of Advanced Technology about how to solve problems as a designer.

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Social Networks

Linkedin, Medium, Figma Community, Telegram, Whatsapp, Instagram