



AMIR RASHIDIFAR

VP of PRODUCT DESIGN

Contact

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Email

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Location

San Francisco, CA

LinkedIn

www.linkedin.com/in/rashidifar

Education

2021

Executive Leadership LEAD Program
Stanford University

2019

Masters in Human-Computer Interactions and Design
University of California, Irvine

2009

B.A. Organizational Communications & Public Relations
California State University, Los Angeles

Industry Expertise

- Finance & Banking
- Legal
- Supply Chain
- Accounting
- Real Estate

Languages

English

Persian

Experience

2019 - Present

ITradeNetwork | Dublin, CA

Vice President of Product Design

- Created product design team structure, with a team of 12 designers, and hired top talent to drive a "design first" company culture
- Developed a design process to increase company productivity by 48% & the improve the quality of deliverables
- Streamlined the design process to increase the pace of shipping software from quarterly to monthly
- Lead extensive customer research to identify opportunities to optimize customer efficiency; project resulted in a 33% growth in network
- Lead full redesign of 3 products that improved sales win rate by 28% year over year

2015 - 2019

Reuters | Culver City, CA

Sr Product Design Manager

- Built design department from 0 designers to 60+ & managed designers in more than 5 different countries
- Reduced onboarding time through user centered design from 22 months down to 3 months by creating self-onboarding applications for the top 100 law firms internationally
- Orchestrated company design strategy to align products & platforms to maximize user experience, & developed a design system for all Thomson Reuters applications to create a unified product experience that contributed to increased sales of 20%
- Increased release frequency from quarterly to monthly by improving both quality & efficiency of client requirements
- Cultivated a design team culture that is business focused to cultivate relationships that drove win/loss reports from 30% wins to 80% wins within 5 years.

ADDITIONAL EXPERIENCE

2014 - 2015 Lexicon Labs | Santa Monica, CA

Head of Product Design

2014 Age of Learning | Glendale, CA

Lead UX/UI Designer

2011- 2014 BeyondVIP | Glendale, CA

Co- founder & Head of Product Design