

Negin Gohari

Product Designer

Tehran, Iran . neginng94@gmail.com

[linkedin.com/in/negin-gohari-469136237](https://www.linkedin.com/in/negin-gohari-469136237)

PROFILE

Product Designer with nearly 5 years of experience shaping end-to-end digital products across EdTech and FinTech. I turn complex user, business, and operational needs into clear mobile and web experiences—from research and framing to handoff.

EXPERIENCE

Product Designer — [Tejarat Electronic Sarmayeh](#)

NOV 2024 — PRESENT

Sarmayeh Bank mobile application and digital financial services

- Own the end-to-end design of banking journeys across mobile and web, aligning customer needs with business, technical, legal, and operational constraints.
- Led the end-to-end design of the Digital Signature service as the sole Product Designer, covering certificate issuance, payment, PIN and signature setup, identity verification, contract signing, certificate lifecycle management, and recovery states.
- Designed the Nassim Purchase Loan from scratch as a clear multi-role journey for applicants, guarantors, and branch teams—from plan discovery and inquiry payment to document submission, guarantees, branch review, fees, and digital contract signing.
- Built and maintained a reusable UI kit and component library to support consistent, implementation-ready experiences.

ALSO DESIGNED Money transfers · Onboarding · Sayad cheque services · Micro-lending

Freelance Product Designer — [Rade](#)

SEP 2025 — PRESENT

Credit scoring, lending, and investment services

- Redesign credit scoring, comprehensive credit reports, loan inquiry and application, and bounced-cheque inquiry experiences with clearer information hierarchy and next steps.
- Design decision-focused journeys for cryptocurrency purchases and investment fund services while balancing financial information, user trust, and usability.
- Maintain reusable UI patterns and collaborate with stakeholders to align user needs, business goals, and product delivery requirements.

Product Designer — [Monta](#)

DEC 2021 — MAY 2024

Multi-sided EdTech platform for students, teachers, schools, and administrators

- Designed learning and assessment experiences across student dashboards, online exams, question banks, purchase flows, landing pages, and administrative panels.
- Improved onboarding, registration, product selection, purchase, and payment journeys across mobile and web.
- Used interviews, user research, and usability testing to shape user flows, prototypes, and interface decisions in collaboration with product, content, engineering, and operations teams.

EXPERTISE

End-to-end UX/UI · Interaction design · User flows · Information architecture · Research · Usability testing · Design systems

TOOLS

Figma · Balsamiq · ChatGPT · Claude · Jira · Confluence · GA4 · Hotjar · Clarity · Smartlook

EDUCATION & TRAINING

B.A. in Business Management

Islamic Azad University, North Tehran · 2013—2017

Product Design

Introductory & Advanced, Designa School · 2022

Google UX Design

Foundations of User Experience (UX) Design · 2024

Google UX Design

Start the UX Design Process: Empathize, Define, and Ideate · 2024