

BABAK HAGHIGHI

HEAD OF PRODUCT / PRODUCT LEAD

Product Strategy | Discovery & Roadmaps | Cross-Functional Delivery | Product Growth

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PROFILE

Product and design leader with experience guiding product strategy, discovery, priorities, and cross-functional delivery across marketplaces, commerce, media, subscriptions, and SaaS. Led product direction for early-stage platforms and product-design teams in established digital businesses. Combines customer research, business judgment, product analytics, and hands-on UX expertise to turn complex needs into realistic roadmaps and shipped solutions.

CORE PRODUCT LEADERSHIP

Product Strategy & Vision • Product Discovery • Roadmap & Prioritization • Stakeholder Alignment • Cross-Functional Leadership • Product Analytics & Funnel Analysis • Experimentation • Growth Opportunities • Product Delivery • AI-Assisted Execution

PROFESSIONAL EXPERIENCE

WEBINBOX — Founder & Product Lead

2026–Present | Independent, Part-time | Tehran, Iran

- Built and launched a multi-tenant store-builder product for social-media sellers, taking it from product definition through production release.
- Oversaw priorities and end-to-end journeys for store creation, catalog, orders, checkout, payments, subscriptions, and merchant operations.
- Used AI-assisted workflows for technical planning, implementation support, testing, and QA while retaining ownership of product decisions and delivery quality.

KARNAMEH — Principal Product Designer

Oct 2025–Apr 2026 | Tehran, Iran

- Analyzed customer behavior and funnel data to identify decision friction in vehicle-inspection booking and package selection.
- Worked on redesigned journeys associated with approximately 20% higher call conversion and 10% lower package-selection drop-off in reported measurements.
- Partnered with Product, Engineering, Business, and Operations on product hypotheses, scope, and release decisions.

IMA — Product Lead

Oct 2023–Jun 2025 | Tehran, Iran

- Led product discovery, strategy, and roadmap priorities for an early-stage VOD platform across web, mobile, and Smart TV.
- Connected user research, business requirements, engineering constraints, and leadership priorities into actionable product initiatives.
- Supported the product through launch and growth to approximately 5,000 active users; advanced onboarding, navigation, search, and discovery.

XPerteLL — Co-Founder & Product Lead

Dec 2022–Oct 2025 | Remote, Part-time | Amsterdam, Netherlands

- Defined product vision, roadmap, marketplace experiences, and creator monetization flows for a global travel platform.
- Led market review, customer journeys, feature prioritization, and distributed collaboration with product and engineering.

FIDIBO (DIGIKALA GROUP) — Head of Design

May 2020–Nov 2023 | Tehran, Iran

- Led product experience strategy and multi-platform redesign across reading, listening, commerce, and subscriptions.
- Led customer research including a 218-response survey, interviews, prototypes, and usability tests to guide product decisions.
- Led design and launch of a new subscription experience, contributing to growth in user adoption and revenue; worked with Product, Data, Engineering, and Business on experiments and delivery.

iiVENTURES — Head of Design

Apr 2015–Jul 2019 | Tehran, Iran

- Led product design across three consumer businesses spanning group buying, entertainment ticketing, and online food ordering; collaborated with product and engineering teams on launches and redesigns.
- **NetBarg — Group-Buying Marketplace (Groupon-style):** Led a major redesign of the discounts marketplace. NetBarg received the Best User Experience award at the 2019 Iran Web and Mobile Festival.
- **Tik8 — Event Ticketing Platform:** Led product design from concept to launch for an online theatre, concert, and entertainment ticket-reservation and purchasing platform.
- **Chilivery — Online Food Ordering Platform:** Improved restaurant discovery and ordering journeys as the platform grew to approximately 8,000 daily orders.

TOOLS & METHODS

Figma • Metabase • Google Analytics • Hotjar • Microsoft Clarity • A/B Testing • User Research • Scrum/Kanban (practical familiarity) • Jira • Confluence • ChatGPT • Claude • Cursor

EDUCATION & LANGUAGES

MBA studies, University of Tehran | BSc, IT Engineering (2011) | Persian: Native • English: Working Proficiency

SELECTED WORK & WRITING

[Fidibo UX Case Study](#) | [Xpertell UX Case Study](#) | [Product Essays](#)