

BABAK HAGHIGHI

PRODUCT DESIGN & STRATEGY LEADER

Product Discovery | Complex UX Architecture | Design Systems | AI-Assisted Product Delivery

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PROFILE

Product design and strategy leader working across complex digital products, SaaS, marketplaces, subscriptions, and multi-platform experiences. Connects product discovery, user research, interaction design, systems thinking, and delivery quality to solve high-friction customer and operational journeys. Has led design organizations and hands-on product work, and recently directed AI-assisted development of a live multi-tenant commerce product.

CORE STRENGTHS

Product Design Leadership • Product & UX Strategy • Product Discovery • Complex Workflows • UX Architecture • Design Systems • Research & Usability Testing • Funnel Analysis • Stakeholder Collaboration • AI-Assisted Product Development • Design-to-Engineering QA

SELECTED EXPERIENCE

WEBINBOX — Founder & Product Design Lead

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

- Built and launched a functioning multi-tenant commerce platform for social-media sellers, shaping product strategy, UX architecture, interaction design, and delivery.
- Designed end-to-end journeys for store onboarding, product and order management, payments, subscriptions, publication, and operational administration.
- Established shared design and multilingual RTL/LTR foundations; directed AI-assisted implementation, edge-case review, testing, and production QA.

KARNAMEH — Principal Product Designer

Oct 2025–Apr 2026 | Tehran, Iran

- Used funnel analysis and behavioral evidence to uncover customer uncertainty in vehicle-inspection booking.
- Redesigned package selection and request journeys; reported measures following the work indicated approximately 20% higher call conversion and 10% lower selection drop-off.
- Collaborated with product, engineering, business, and operations to connect design decisions with practical implementation.

IMA (VOD PLATFORM) — Product Lead / Product Design Lead

Oct 2023–Jun 2025 | Tehran, Iran

- Led product direction and cross-platform UX across web, mobile, and Smart TV, spanning discovery, roadmap, research, prototyping, and delivery.
- Improved onboarding, search, navigation, and content discovery; helped guide the product from launch to approximately 5,000 active users.
- Created reusable interaction patterns and scalable design foundations for multiple device types.

XPerteLL — Co-Founder & Product Lead

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

- Defined product vision, journeys, and UX architecture for a global travel marketplace involving itinerary creation, discovery, and creator monetization.
- Developed a scalable Figma design system and collaborated with a distributed product and engineering team.

FIDIBO (DIGIKALA GROUP) — Head of Design

May 2020–Nov 2023 | Tehran, Iran

- Led large-scale redesign of a digital reading, listening, and subscription ecosystem across mobile, web, desktop, and a dedicated e-reader.
- Directed research including interviews, a 218-response survey, prototyping, and usability testing; translated findings into product priorities and UX decisions.
- Led design and launch of a new subscription experience, contributing to growth in user adoption and revenue; established and governed a modular design system.

iiVENTURES — Head of Design

Apr 2015–Jul 2019 | Tehran, Iran

- Led product design across three consumer platforms with distinct business models: group buying, entertainment ticketing, and online food ordering.
- **NetBarg — Groupon-Style Group-Buying Marketplace:** Led a major product redesign; NetBarg received the Best User Experience award at the 2019 Iran Web and Mobile Festival.
- **Tik8 — Theatre & Concert Ticketing Platform:** Designed the end-to-end experience from concept to launch, covering event discovery, ticket reservation, and purchasing.
- **Chilivery — Online Food Ordering Platform:** Improved restaurant discovery and food-ordering journeys as the business grew to approximately 8,000 daily orders.

TOOLS & PRACTICE

Figma (components, libraries, prototyping) • Google Analytics • Metabase • Hotjar • Microsoft Clarity • Usability Testing • A/B Testing • ChatGPT • Claude • Cursor • v0

SELECTED CASE STUDIES

[Fidibo - Product Experience](#) | [Xpertell - Marketplace UX](#) | [WebInBox - Live Product](#)

SELECTED PRODUCT WRITING

[Product Thinking](#) | [Why Products Fail](#) | [What Makes a Good Product](#)

EDUCATION & LANGUAGES

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