

Sam Mehrany

Senior Product Designer — UX/UI & Design Systems

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SUMMARY

Senior UX/UI Designer with 4+ years of experience designing user-centered digital products and scaling design systems inside a fast-moving industrial/e-commerce organization. Led a 5-person design team, built a design system that cut landing-page production time by 50%, and drove product content completeness from under 30% to over 80% across the catalog in one year. Recently expanded into applied AI tooling — building internal platforms for content quality auditing, digital asset management, and automated localization. Looking to bring systems-level design thinking and cross-functional leadership to a Senior Product Designer role.

EXPERIENCE

Creative Technologist & AI Innovation Lead

Sep 2024 – Present

Ronix Tools

- Selected by leadership to build AI-driven tooling following a strong track record as design Team Lead.
- Automated product photo production using diffusion-based image generation (ComfyUI + open-source models), replacing a manual, time-intensive process for the graphic design team with realistic AI-generated product shots.
- Built an automated catalog translation pipeline that translates InDesign product catalogs via LLMs (e.g. EN → DE) using a structured product database — preserves original layout and removes the need for manual per-language design review.
- Designed **Content OS**, an internal platform that audits product content completeness and translation coverage across the catalog — turning raw content reports and live-site crawls into prioritized gap lists and dashboards for content, translation, and web teams.
- Designed **Ronix-DAM**, a metadata-driven digital asset management system replacing an unstructured shared-folder archive — with version control, approval workflows, and a self-service delivery portal, resolving longstanding findability and governance bottlenecks across the advertising department.

Team Lead, UI/UX

May 2023 – Sep 2024

Ronix Tools

- Promoted to Team Lead based on prior performance; led a team of 5 designers responsible for the company website and its ongoing design updates.
- Built and scaled Ronix's design system on a structured variable/token architecture, cutting landing-page design time from 2 weeks to 1 week (50% faster) by removing structural rework from the process.
- Owned end-to-end product content strategy across the website — images, catalogs, user manuals, tool specs, and technical data — raising product content completeness from under 30% to over 80% over a 12-month period.

UI/UX Designer

Apr 2022 – May 2023

Ronix Tools

- Designed UI/UX for the company's product website, working within an emerging design system to deliver consistent, high-fidelity interfaces.
- Partnered cross-functionally with marketing and content teams to align design output with product and business priorities.

Graphic Designer & Product Designer

Apr 2020 – Jun 2021

Dinavin

- Delivered graphic design and early-stage product design work across digital and print deliverables.

Graphic Designer

Apr 2019 – Apr 2020

Mehran Avisheh Co.

- Produced graphic design assets for marketing and brand materials.

SKILLS

Design: Figma (advanced), Design Systems, Wireframing, High-Fidelity Prototyping, Usability Testing, User Research & Analysis, Design Thinking, Interaction Design

Technical: HTML/CSS, ComfyUI & diffusion-based image generation, LLM-driven automation workflows

Tools: Adobe Photoshop, Illustrator, After Effects (intermediate), Jira, Microsoft Office

Leadership: Cross-functional Collaboration, Team Leadership & Mentorship

EDUCATION

B.A. Graphic Design
Islamic Azad University, Central Tehran Branch

1392–1397 (2013–2018)

LANGUAGES

Persian (native) · English (upper-intermediate)

Note: Employment dates for Ronix Tools reconciled from LinkedIn history — please verify exact start date against offer/HR records before distributing this CV, as the previous CV draft listed a different start date (Aug 2021).