

Sam Mehrany

Senior Product Designer — UX/UI & Design Systems

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Summary

Senior Product Designer with 6+ years in UX/UI and 4+ years building design systems for a global industrial/e-commerce brand. Led a 5-person design team and owned the company website and product content strategy end to end. Built a design system for 2 brands and 8 languages that cut landing-page production time by 50%, and raised product content completeness from under 30% to over 80% in 12 months. Now designing AI-powered internal platforms for content auditing, asset management and localization, including a pipeline that cut product photography cost by ~80%. Works closely with marketing, content and engineering, and makes design decisions from user data.

Experience

Creative Technologist & AI Innovation Lead · Ronix Tools · Sep 2024 – Present

- Selected by leadership to lead AI tooling after proving myself as design Team Lead; own problem definition, build and rollout of each platform with the content, graphic design, translation, web and advertising teams.
- Built a ComfyUI / diffusion-based product-image pipeline for the graphic design team, cutting product photography cost by ~80% and shortening the asset production cycle.
- Built an LLM catalog translation pipeline that translates InDesign catalogs (e.g. EN → DE) from the structured product database, preserving layout and removing manual per-language design review, so multilingual releases ship faster.
- Designed Content OS, an internal platform that audits product content completeness and translation coverage, turning 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 with version control, approval workflows and a self-service delivery portal, replacing an unstructured shared-folder archive and resolving findability and governance bottlenecks for the advertising department.

Team Lead, UI/UX · Ronix Tools · May 2023 – Sep 2024

- Promoted on performance; led 5 designers owning the company website and its ongoing design updates.
- Designed and optimized 200+ landing pages based on user-behavior analysis, improving campaign performance by ~40%.
- Built the design system on a structured variable/token architecture for 2 brands and 8 languages, cutting landing-page design time from 2 weeks to 1 week (50% faster) and standardizing the UI.
- Owned product content strategy across the website (images, catalogs, manuals, specs, technical data), aligning content and marketing teams and raising content completeness from under 30% to over 80% in 12 months.

UI/UX Designer · Ronix Tools · Apr 2022 – May 2023

- Designed UX/UI for the product website within an emerging design system: flows, wireframes, prototypes and documented handoff to developers.
- Partnered with marketing and content teams to align design output with product and business priorities.

Graphic Designer & Product Designer · Dinavin · Apr 2020 – Jun 2021

- Designed UX and UI for several internal/enterprise systems (B2B parts, product management, inventory, finance, attendance), from requirements gathering with operational stakeholders to flows, wireframes, prototypes and developer handoff.
- Simplified workflows to reduce errors in daily data entry and tracking.

Graphic Designer · Mehran Avisheh Co. · Apr 2019 – Apr 2020

- Designed marketing and brand-identity assets, keeping visuals consistent across channels in collaboration with the marketing team.

Skills

- **Research & Strategy:** User Research & Analysis, Usability Testing, Design Thinking, User-Centered Design, Product Content Strategy
- **Design & Prototyping:** Figma (advanced), FigJam, Miro, Framer, Design Systems & Design Tokens, Interaction Design, Wireframing, High-Fidelity Prototyping, Graphic Design
- **Adobe & Visual Tools:** Adobe Creative Suite (Photoshop, Illustrator, After Effects – intermediate)
- **Analytics & User Testing:** Google Analytics, Hotjar, Microsoft Clarity, Maze, SQL

- **Product Management & Collaboration:** Jira, Confluence, Notion, Zeplin, Microsoft Office
- **Leadership:** Team Leadership & Mentorship, Cross-functional Collaboration, Stakeholder Alignment
- **AI & Automation:** Claude, ChatGPT, Midjourney, Higgsfield AI, ComfyUI & Diffusion-based Image Generation, LLM-driven Automation Workflows, Dify, n8n
- **Development & No-Code:** HTML/CSS (basics), GitHub (basics), Cursor, Visual Studio, Google Antigravity, Webflow

Education

B.A. Graphic Design · Islamic Azad University, Central Tehran Branch · 2013–2018

Languages

Persian (native) · English (upper-intermediate)