

Farshad Zolfaghari

Senior Product Designer

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Experiences

CrowdStrike - Senior Product Designer

October 2022 - April 2023 - Remote

Led a collaboration with a team of product managers, researchers and engineers to brainstorm, ideate, iterate, user test and deliver design solutions for a highly advanced and complex upcoming security feature from inception.

- Untangled the unknowns and influenced the roadmap by facilitating brainstorm sessions with stakeholders and engineers
- Helped shape the overall structure, UX and UI of the product
- Created user journeys, personas, early prototypes for user studies and structured a design system for the team
- Facilitated multiple research sessions and provided valuable research material for the research team
- Mentored other designers and content designers in our team
- Utilize design system and contributed new elements of this new feature to design system

Microsoft - Senior Product Designer

September 2021 - October 2022 - Redmond, WA

As one of the lead product designers for Microsoft Power BI, I played a crucial role in solving complex design challenges in data visualization and BI space by delivering more than 10 features that our users loved.

- Owned end-to-end projects by providing design components and patterns, as well as leading strategic initiatives
- Drove end-to-end product experiences that consider user and product ecosystems, workflow, and design patterns
- Led cross functional teams and applied design thinking to identify problems and opportunities, iterate on solutions, and conduct user testing to make user centric decisions
- To facilitate collaboration and maintain alignment, I designed and led working sessions design, engineering, research, QA, and content teams
- Mentored junior designers in our team

Microsoft - User Experience Designer II

April 2016 - September 2021 - Redmond, WA

I was responsible for bringing more consistency across our product UX and UI by working closely with other designers and our design system team plus working on designs for multiple new features in Power BI.

- Brought design consistency to many small and big features in Power BI that helped improve our NPS score
- Collaborated closely with product managers, engineers, and other stakeholders and provided design focused expertise to help identify priorities and ensure alignment with business goals
- Produced visual and interaction designs from concept to delivery. Helped the creation of a cohesive visual language in Power BI.

Microsoft (Via Allovus Design) - User Experience Designer

September 2015 - December 2015 - Bellevue, WA

As a user experience designer I was responsible for designing and testing lots of ideas for making Windows 10 search more engaging and easier to use for desktop users. Additionally, I worked on improving the search box for Microsoft's Edge browser to provide a seamless and intuitive search experience for users within the browser.

Agilysys (Via Triad Group) - User Experience Designer

January 2015 - September 2015 - Bellevue, WA

As a user experience designer of the design team at Agilysys, a global leader in hospitality and foodservice technology, I designed the administrator part of the product for our users to manage their kiosks and menus.

- Collaborated on the design process for one of the company's flagship products, which involved developing an admin control system for Point Of Sale hardware
- Used Axure and Illustrator to create detailed wireframes, visual design comps, and style guides that served as the foundation for our development efforts
- To ensure a seamless user experience, I also developed and conducted comprehensive test scenarios for heuristic usability tests

Core Strengths

• Design Leadership And Strategy

I offer design leadership and guidance to the team by dissecting complex problems and providing multiple solutions that can bridge the gap between user needs and business objectives.

• Design Collaboration

I firmly believe that to reach the optimal solution, it's essential for all team members to be engaged from project initiation to completion. I always encourage the active participation of every team member in my design process.

• Inclusive Design

I am also a strong advocate for user friendly and accessible designs. I define interaction patterns and ensure consistency in user interactions across the product.

• Empathy

There is no good design without empathy, crafting world class designs that actually solve problems and create the relationship with users relies on this essential ability.

• Prototype And Test

One of my passions and strengths is collaborating closely with research teams to create materials and run studies to gain a deeper understanding of the problems we face.

• Coaching And Mentorship

Mentorship is crucial in the development of the design culture within any organization. It also can facilitate knowledge transfer between experienced and emerging talents, ultimately leading to the organization's success.

Other Skills

Figma, Rapid Prototyping, Design Research, Information Architecture, Journey Mapping, User Flows, Concept Design, Affinity Mapping, Design Systems, Wireframing, HTML/CSS, Photoshop, Axure