

NASIM MIRZAEI CHEGENI



BRIDGING TECH & TRADE

Digital Product Growth Lead

Professional Summary

Strategic and growth-focused Product Manager with a strong foundation in UX/UI design and a solid academic background in International Business and Strategic Management. Proven experience in managing digital products from ideation to launch, leading cross-functional teams, and aligning user needs with business goals. Passionate about delivering impactful, user-centered solutions, especially within fintech and psychology-based platforms.

Language(s)

- **Persian** Native
- **English** Full professional proficiency
- **Spanish** Limited working proficiency

Technical Capabilities

- Agile & Scrum Methodologies
- Product Strategy & Road mapping
- Jira
- Trello
- Microsoft Project
- Canva
- UI/UX Design Collaboration
- Backlog Management & Prioritization
- Data Analysis & Decision Making
- Market Research
- Competitive Analysis
- PRD & Documentation



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www.dribbble.com/NasimMirzaei

Professional Experience

Digital Product Manager Smart Rahand, Tehran (Iran)

2024-Present

- Leading the entire product lifecycle from research to delivery for Novin Bank Platform (Eghtesad Novin Bank).
- Managed Agile workflows and optimized team efficiency.
- Worked closely with QA and test engineers to identify, track, and resolve bugs, ensuring a high-quality user experience.
- Collaborated with developers to prioritize and implement fixes, improving product stability and performance.
- Led daily stand-ups, fostering team alignment and clear communication among developers, designers, and test engineers.
- Conducted daily and weekly stakeholder meetings to align on project goals, progress, and deliverables.

Senior Digital Product designer Engensis, Remote Sydney (Australia)

2023-2024

- Redesigning company website which help users to understand better the services and increase the number of consulting registration rate.
<https://ventures.engensis.com/>
- Designed and optimized user journeys, ensuring that product features aligned with user needs and business goals, resulting in a more intuitive user experience and higher user engagement.
- Collaborated closely with cross-functional teams to develop and refine product roadmaps, prioritizing features and ensuring successful implementation of key initiatives.
- Conducted user research, usability testing, and A/B testing to gather insights, validating design decisions and improving product performance based on data-driven outcomes.
- Contributed to a significant increase in user retention and satisfaction by improving critical user flows, resulting in a 87% increase in feature adoption.

Digital Product Manager/ designer uxui.pioneers, Freelance

2020-2023

- Led multiple client projects in UX research, UI design, and product strategy.
- Worked with mental health startups, banking apps, and B2B SaaS platforms.
- Delivered insights and designs that improved usability and engagement metrics.
- Designed user-centric interfaces and experiences, resulting in improved user engagement and satisfaction, driving up customer acquisition and retention rates for client businesses by **90%**.
- Conducted market and competitor analysis to identify opportunities for product differentiation, which contributed to **80%** growth in client sales and user adoption.
- Facilitated regular communication between stakeholders, design, and development teams to ensure project transparency and alignment, improving cross-team collaboration and decision-making efficiency.

NASIM MIRZAEI CHEGENI

Strengths

- Communicative
- Leadership-driven
- Empathetic
- Problem-solver
- Adaptable
- Time-efficient
- Conflict-resolver
- Collaborative
- Detail-oriented

TRAINING

- Product Management
- IELTS
- CRM (Customer Relationship Management)
- Agile methodology
- Project management
- Strategic management
- Prototyping

Digital Product Manager Barg (A/I), Copenhagen (Denmark)

2020-2021

- Led the design and development of the company's import/export business website, improving online presence and customer engagement.
- Collaborated with stakeholders to define website requirements, ensuring alignment with business objectives and user needs.
- Managed the project lifecycle, from research and wireframing to launch and optimization.
- Conducted market analysis and competitor research to enhance website functionality and features.

Associate Digital Product Manager (APM) ING Bank, Madrid (Spain)

2018-2019

- Facilitated improved communication and collaboration between development and business teams, ensuring alignment on project goals, timelines, and deliverables.
- Led daily stand-up meetings to track progress, address blockers, and keep cross-functional teams aligned, resulting in faster decision-making and streamlined workflows.
- Owned the creation and management of user stories, ensuring all features and enhancements were well-documented and aligned with stakeholder needs.
- Developed and maintained the product roadmap, prioritizing features and ensuring smooth execution from planning to delivery.
- Coordinated testing efforts, working closely with QA teams to ensure the quality of features before release, reducing post-launch issues by 80%.
- Increased the number of projects and features reviewed, refined, and approved during stakeholder workshops, leading to more efficient approval cycles and timely product releases.
- Fostered cross-team communication, engaging with marketing, sales, and support teams to ensure a cohesive approach to product development and launch.

Senior Banker Ayandeh Bank, Tehran (Iran)

2011-2017

- Direct responsible for private customers (top 150 customers).
- Electronic Banker.
- Customer App/Web satisfaction monitoring in terms of requirements and improvements and (nominated as the best banking mobile app).
- Managed private customers, delivering tailored customer service and banking solutions.
- Monitored customer satisfaction and implemented improvements for the banking app.
- Collaborated on a mutual contract between the bank, capital market, and insurance.

EDUCATION

2024

MBA, Strategic Management

Tehran University, Tehran (Iran)

2023

UX/UI In Action (online)

UX Land, Seattle (United State)

2018 – 2019

Master of International Business-Big Data

EAE Business School, Madrid (Spain)

2005 – 2011

Bachelor of Electrical Engineering- Electronics

Karaj Azad University, (Iran)