

BOBACK SHAHSAFDARI

SENIOR PRODUCT DESIGNER

25 years designing digital products used by millions of people.
I combine exceptional UI design, product thinking and AI-assisted workflows to create products that are intuitive, scalable and impactful.

<https://boback.com/portfolio> bobacks@me.com TEL: 07595 331 082

PROFILE

Senior Product Designer with 25 years of experience designing and delivering digital products across mobile, web and connected TV. I help organisations solve complex problems, improve customer experiences and build scalable design systems.

I combine strategic thinking with craft, leveraging AI tools and modern workflows to move faster, explore more ideas and deliver measurable impact.

EXPERIENCE

2023 – Present

Independent Product Designer & AI Consultant

Self-Employed

Helping startups and businesses design, build and grow better digital products.

- Designed and developed websites and web apps that improve user experience and drive business growth.
- Created AI-powered content and marketing systems that increase reach and engagement.
- Built AI automation solutions that streamline workflows and save time.
- Delivered end-to-end solutions from strategy and design to build and launch.

2022 – 2023

Lead Product Designer

Photon

Led product design for a B2B SaaS platform helping eCommerce brands optimise conversions.

- Led discovery, research and design for core product features and user journeys.
- Designed a scalable design system improving consistency and velocity.
- Collaborated with product, engineering and stakeholders to deliver MVPs.
- Contributed to product strategy and roadmap planning.

2020 – 2022

Senior Product Designer (Consultant)

Equal Experts

Delivered product design consultancy across retail and government sectors.

- Flaconi (Berlin)** – Led UX/UI design for the mobile app and design system.
- Flink (Berlin)** – Led mobile UI design and created 3D marketing assets.
- HMRC (Manchester)** – Designed internal government services using GDS.

2019 – 2020

Lead Product Designer

AVIS Budget Group

Led the end-to-end redesign of the AVIS and Budget mobile apps.

- Increased AVIS App Store rating from 3.0★ to 4.6★.
- Designed a white-label framework for multiple brands.
- Reduced customer wait times by increasing digital check-in adoption.
- Collaborated with React & Flutter teams to deliver a major platform refresh.

SKILLS

Product Design	UI / Visual Design
Interaction Design	Design Systems
Mobile Design	Web Design
User Research	Prototyping
AI Workflows	Front-end Collaboration
Leadership & Mentoring	

TOOLS

 Figma	 Abstract
 Sketch	 Framer
 Adobe XD	 Webflow
 InVision	 Cursor
 Zeplin	 ChatGPT

EDUCATION

BSc Computer Science
London Metropolitan University

LOCATION

London, UK