

Tarlan Karami

Product Designer

Product Designer with over 6 years of experience specializing in product setup, systems thinking and UX/UI design. I operate in product-led environments, taking ownership from discovery to delivery, recently integrating AI-assisted development using Figma MCP and Claude Code in my workflow.

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BASED IN	EXPERIENCE	FOCUS
Turin, Italy	Over six years	Product setup, systems thinking, UX/UI design

EXPERIENCE

Tinexta Innovation Hub

Senior Product Designer April 2025 – Present

- As a senior product designer within a digital product design consultancy I owned more than 10 end-to-end national and international product initiatives across B2B & B2C contexts in IoT, banking, utilities, AI-powered SaaS platforms and HMI.
- Facilitated large-scale discovery workshops and interviews (25+ stakeholders), synthesizing research insights to clarify problem framing and accelerate early product decisions, translating outcomes into well-defined user stories and a structured, actionable product backlog.
- Guided cross-functional teams of designers, engineers and product partners through strategy, research and UX/UI design across multi-platform ecosystems.
- Structured and evolved scalable design systems adopted across multiple products, strengthening consistency, WCAG 2.2 accessibility compliance, and design-to-development handoff.

Enhancers

Senior Product Designer January 2021 – March 2025

- Led UX/UI design for two large-scale IoT mobile applications developed for major enterprise clients, enabling users to manage and monitor smart home devices within Agile sprint cycles.
- Managed Agile ceremonies including sprint planning, backlog refinement, sprint reviews, and retrospectives, contributing to continuous product improvement and delivery alignment.
- Supported product definition by refining features, translating requirements into structured UX solutions, and contributing to user story creation and backlog organization.
- Produced wireframes, UI specifications, and interactive prototypes to communicate design decisions and support iterative development cycles.
- Collaborated closely with developers, QA teams, and stakeholders to translate designs into implementation, and ensure solutions met both technical constraints and business goals.

Freelance UX/UI designer

September 2019 – November 2020

- Increased conversion rate by 23% on an e-commerce redesign by improving branding, usability, and content strategy.
- Conducted research and designed user flows from wireframe to final UI, including onboarding, asset transfer, and asset registration flows for a banking mobile app.
- Developed scalable UI components and the design system ensuring consistent interactions across features in a multi-brand SaaS banking platform designed to support white-label implementations.
- Delivered responsive design solutions ensuring consistent experiences across mobile, tablet, and desktop environments ensuring visual consistency through adaptive layouts and scalable components.

EDUCATION

University of Genoa, Italy

Master of product design 2017 – 2019

IUST, Iran University of Science and Technology

Bachelor of applied mathematics 2008 – 2012

SKILLS

- Product Strategy
- User research and insights
- UX & concept design
- UI & visual design
- Design Systems & Scalability
- Prototyping & Validation
- Cross functional collaboration
- Technical awareness
- Communication & Leadership

TOOLS

- Figma
- Sketch
- Miro
- InVision
- Jira
- Maze
- Adobe Suite
- Microsoft Suite
- Zeplin
- LottieFiles
- Notion
- AI stack

LANGUAGES

English

Proficient

Italian

Proficient

Persian

Native

AVAILABILITY

Based in Turin, open to product design roles and freelance projects, on site or remote across Europe. EU long-term resident, no visa sponsorship needed.