

AZADE VAKILI

SENIOR PRODUCT DESIGNER

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SUMMARY

Senior Product Designer (8+ years) with deep expertise in designing complex creation and authoring platforms across Web, Mobile, and Hardware ecosystems. Proven track record leading end-to-end editor redesigns, defining design systems for creation workflows, and establishing craft standards that measurably improve user outcomes. Specializes in translating intricate technical constraints into approachable yet powerful interfaces. Expert collaborator who drives product vision through rapid iteration, systems thinking, and cross-functional alignment with engineering and product leadership.

CORE SKILLS & TECHNICAL FLUENCY

- End-to-End Product Design (0→1 and optimisation)
 - AI & Agentic Systems Design (human-in-the-loop, trust, control)
 - Complex Workflow & Enterprise UX
 - Product Strategy & Opportunity Framing
 - User Research & Experimentation
 - Design Systems & Scalable Patterns
 - Data-Informed Decision Making
 - Cross-functional Leadership (PM, Eng, Data)
 - Interaction Design & Prototyping (Figma, Dev Mode, Variables)
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WORK EXPERIENCE

Senior Product Designer | Indeed

May, 2021 – August, 2025

- Led end-to-end design of AI-powered hiring experiences within a global two-sided marketplace, improving how supply (candidates) and demand (jobs) are matched at scale.
- Designed and launched an AI interview product that reduced manual review time by 40%, increasing efficiency and consistency across the platform.
- Translated complex behavioural and data signals into intuitive decision-making interfaces, improving trust and engagement for recruiters.
- Defined interaction models for human-in-the-loop AI systems, balancing automation with transparency and control.
- Partnered with Product, Engineering, and Data to define success metrics, prioritise opportunities, and iterate based on real user behaviour.
- Contributed to product strategy by identifying opportunities to scale AI-driven decision-making across the marketplace.
- Mentored designers and contributed to design critiques, raising the overall quality of the team's output.

Product Design Consultant

August 2025 – Present

- Partner with early-stage teams to define product strategy, user problems, and success metrics for AI-enabled products.
- Design end-to-end experiences across web and mobile, from concept to high-fidelity delivery.
- Help teams integrate AI into products in a way that is useful, transparent, and aligned with user needs.
- Facilitate cross-functional workshops to align business goals, user needs, and technical feasibility.
- Rapidly prototype and test concepts to validate ideas and accelerate product decisions.

UX Designer | Chelsea FC Digital Ventures | London

October, 2019 – July, 2020

- Designed an integrated smart fitness ecosystem spanning hardware, mobile applications, and voice interaction systems.
- Defined the strategy for onboarding, retention, and subscription-related journeys for global sports audiences.
- Prototyped interactive media flows that combined real-time engagement with high-fidelity content interaction.
- Conducted user research to align fan engagement goals with product vision and long-term brand loyalty.

Product Designer | Doctorlink | London

November, 2018 – October, 2019

- Designed end-to-end healthcare workflows for a regulated digital platform, ensuring compliance with strict accessibility and healthcare standards.
- Conceptualized and launched a video consultation feature, progressing from early wireframes to high-fidelity interactive prototypes.
- Led iterative usability testing, translating insights into measurable product improvements that enhanced patient satisfaction.

UX Designer | Global IT Adidas | Germany

April, 2017 – October, 2018

- Designed internal enterprise tools and data-driven dashboards used by analysts and operational teams across multiple regions.
- Designed data-heavy dashboards and internal tools, improving how users navigate, filter, and interpret complex information
- Built multi-step internal workflows supporting training, performance tracking, and operational efficiency.
- Delivered 10+ UX improvement initiatives, achieving 5/5 satisfaction in internal user surveys.
- Designed modular interaction patterns reused across multiple products to increase development velocity.

EDUCATION

Associate degree of Interactive art and technology

- Graduated: April, 2017

Bachelor of Industrial design

- Graduated: May, 2014