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[ References available   
upon request ]

# Pouyan Hassanzadeh

Senior Product Designer  
Front-End Engineer

React • Next.js • TypeScript • Identity • Design-Systems

[www.pouyanhz.com](http://www.pouyanhz.com) 

Available from 1 Sept 2025 (interviewing now)



I'm a Senior Product Designer with deep expertise in identity systems, design systems, and UX strategy for B2B/B2C SaaS. At the same time, I'm a Front-End Developer proficient in React/Next.js and TypeScript, crafting performant, accessible interfaces. I excel at bridging design and code to elevate user experiences, align stakeholders, and accelerate time-to-market in tech teams.

## Achievements

- Mentored 4 FE developers to ship pixel-perfect React components from Tyr DS
- Designed and led the launch of a Next.js hub for three Fortune 500 clients, enabling rapid product pivots at scale.
- Designed and implemented a secure Next.js web app (using NextAuth.js) that aggregates live infrastructure data, errors, warnings, costs, and provides real-time monitoring dashboards for the management team.

## Technical Skills

### Dev tools

React  
Next.js  
NextAuth.js  
TypeScript  
Git  
OAuth / OIDC  
HTML/CSS/JS  
jest  
GraphQL  
RTL  
CI/CD  
Cypress  
Performance Budget

### Design/UX/UI tools

Figma  
Sketch  
Adobe CC Apps

### Concepts & Methods

AI code automation  
(OpenAI Codex (2025), Cursor,  
GitHub Copilot, ChatGPT)  
WCAG, Lighthouse 95+  
B2B/B2C UX  
User Behaviour  
User Centered Design  
Design Systems  
(Material, Fluent, etc)  
IoT  
A/B Testing  
Rapid Prototyping  
Design Sprint

## Experiences

[2021-Present] **IndyKite**, [Oslo, Norway]

**Lead Product Designer [2021 - 2024]**

(Digital identity infrastructure startup)

- First designer, hired by founder **Lasse Andresen** (co-founder of **ForgeRock**), to establish the design function and ship the "Tyr" design system (used by 3 squads).
- Designed & drove rollout of IndyKite Hub v1 & v2 with dev team, reducing QA churn.
- Hired 4 designers and synced daily with FE devs to keep handoff near-zero

**Design Specialist & FE Engineer [2024 - Present]**

- Led design and dev of IndyRadar (Next.js + NextAuth.js) for live infra monitoring.
- Collaborated on CI/CD and testing with DevOps, ensuring 95+ Lighthouse scores.
- Surfaced cost spikes early via real-time error dashboards.
- Automated test scaffolds, PR drafts and refactors with OpenAI Codex (2025).

[2020-21] **LifeBonder**, **Senior UX/UI Designer**, [Copenhagen, Denmark]

(New Generation Social Media startup to make genuine friendship)

- Refreshed brand & shipped mobile + web flows for friendship-first social app.
- Built interactive Figma prototypes to unblock dev & research sprints.
- Ran usability tests that tightened user-onboarding funnel.

[2020] **go-e® GmbH**, **UI/UX Designer**, [Carinthia, Austria]

(Company with focus on mobility and electric car charging solutions)

- Mapped EV-charger journeys; defined multi-platform personas.
- Designed cross-device UI kit for iOS, Android, Apple Watch.
- Delivered wireflows that sped hand-off to firmware/dev teams.

Typography

## Language

**Norsk** A1+ (*B1 goal by Q4 2025*)  
**English** Fluent

## Earlier Experiences

**[2018-19] Nordicquo, Product Designer, [Copenhagen, Denmark]**

(e-Commerce Startup Company with focus on Nordic-Style visual products)

**[2011-15][2016-18] Katibeh Sabz, Art Director, Lead UX/UI Designer, [Ahvaz, Iran]**

(Mid-size multidisciplinary publisher with local to national coverage, Digital and paper-based media)

**[2015-16] Sahel Adv. Agency, Senior Designer, [Ahvaz, Iran]**

(Mid-size Advertising Agency with national and international clients, including major corporations)

## Education

**Master of Product Design, Sapienza University of Rome**

[2 years master program, Rome, Italy]

**Product Experience Course, Windesheim University of Applied Science**

[All-round Designer program, as an Erasmus Student for 6 months, Zwolle, Netherlands]

**Master of Architecture Engineering, Azad University of Science and Research**

[Thesis: Designing headquarters of Saman-Bank according to Visual Identity of Saman Financial Group, Ahvaz, Iran]

**Bachelor of Graphic Design and Visual Communication, Shahid Chamran University, Ahvaz, Iran**

[Thesis: Visual Identity: Branding, Re-Branding and Standardisation / Practical Project: Designing Visual Identity of Apparel Co.]