

Armin Manouchehri

Lead Product Designer

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Lead Product Designer, 7+ years, currently leading design across three products at a Google Ads management agency. I took a conversion-optimisation platform from idea to Phase 1 beta and led the team through delivery. Systems thinking and motion craft in the same person — I design complex products end-to-end and increasingly ship them.

EXPERIENCE

Lead Product Designer

Admoon · Google Ads management agency · Feb 2023 - Present

- Design lead across three products: the core client platform, Ciaro (a conversion and anti-fraud platform), and a separate international agency panel.
- Took Ciaro from idea to Phase 1 beta — research, product scope, full UX/UI — and led the team through delivery.
- Redesigned the checkout experience across the platform. Mobile conversion up 263%.
- Built an admin analytics system — income trends, sell KPIs, monthly targets, top and bottom rankings — applying game structure to a sales floor. Sales per seller up 60%.
- Ciaro's differentiator is an evidence chain: rather than reporting that a session was fraudulent, it shows the bot patterns, click-storm signatures and session anomalies behind the verdict. Reframed the product's value on budget saved rather than sessions blocked.
- Ship production front-end from within the design team using Claude and Lovable. Designed an automated QA loop where n8n pipelines feed an AI summarisation layer that distributes clean results and triggers rebuilds on failure.

Product Designer

Tixox (contract) · Online travel agency · Jun 2022 - Dec 2022

- Led design for phases one and two — flight, hotel and tour — and co-developed the growth strategy and product roadmap.
- Ran design sprints and A/B tests against checkout, search and filters rather than designing once and handing off. Unshipped; funding withdrawn.

Product Designer

Royal CIP (contract) · Luxury travel and VIP airport services · Jan 2022 - Jun 2022

- VIP airport services are scattered across dozens of solo providers. Mapped the whole landscape — luxury transfer, disability assistance, airline premium features, lounge operators — into a feature set no single competitor had assembled.
- Services depended on third parties whose availability changed daily, so the admin panel let staff control which features were purchasable on any given day without a developer. Unshipped; company dissolved.

Product Designer and Interaction Designer

PAPRA CO. · Network support and security · Aug 2020 - Jul 2022

- Owned redesign of the user panel and order experience on a live revenue-generating product. Revenue up 35%.
- Diagnosed the sales bottleneck as internal tooling rather than the customer-facing product, then rebuilt the inventory system. Sale process 75% faster.

Earlier: Junior Product Designer at Neshaneh (digital marketing agency) and UX/UI Designer at Ayandeh Bank, 2019-2020. Motion and graphic design before product.

SELECTED CRAFT AND MOTION

Three animated marketing products where motion delivered the content rather than decorating it — a space-metaphor landing page built on four custom animations, a full agency site with live number animation and voice narration, and a bento-grid payment gateway page built on direct competitor comparison.

SKILLS

Systems and architecture — Design systems · Information architecture · Interaction design

Craft and motion — Visual design · Motion design · Prototyping · 3D

Research and strategy — User interviews · Competitive analysis · Usability testing · Journey mapping · A/B testing

Tools — Figma · Rive · After Effects · Framer · Cinema 4D · Miro · Linear · n8n · Claude · Lovable

EDUCATION

M.A. and B.A. Graphic Design · Islamic Azad University

B.Sc. Civil Engineering · Parand Azad University