

NELLY Pourmehr

Lead UX & Product Designer | AI & SaaS Products

UX & Product Designer with 10+ years' experience in SaaS, fintech, and AI products. I simplify complex systems into clear, human-centered experiences, with expertise in research, prototyping, and design systems. Formerly with Hypatos and SMACC, now consulting independently on AI-human interaction design.

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Experiences

Freelance — UX Strategist & Product Designer

May 2023 - Now

- Partnered with early-stage **startups** and small businesses to design and validate AI-powered products with a user-first approach.
Led **end-to-end design**: from **research**, **prototyping**, and **usability** audits to design systems and onboarding flows.
Designed and tested intelligent tools, including **AI-based** learning platforms and **automation** workflows, improving retention and task efficiency.
Collaborated closely with **founders** and **cross-functional** teams to ensure solutions were technically **feasible** and **user-centered**, helping teams move from idea to validated MVPs.

Hypatos — Senior Product designer

Jan 2019 - Feb 2023

- As a Lead Designer, I spearheaded various aspects of the Hypatos brand's AI-powered document processing software. My responsibilities included lead external designers and overseeing the design of a **No-code studio**, a **training model Hub**, and a **design system**.

I worked closely with the front-end and data science teams from the beginning of the project, which enabled me to create design solutions that empowered both in-house users and our customers, simultaneously enhancing usability and functionality, we launched 3 web apps used by 5,00+ business users, increasing processing efficiency by 40%.

SMACC — Senior UX/UI designer

Jan 2016 - Jan 2019

- Served as the Lead UX Designer for a financial management software company, designing and launching multiple web applications that streamlined and enhanced the user experience for business owners and end-users.
Demonstrated expertise in creating intuitive and user-friendly **back-office platforms** and **customer-facing applications** that improved efficiency, productivity, and satisfaction.

Successfully managed project timelines and collaborated with cross-functional teams to deliver high-quality products that aligned with business objectives and market demands.

Sarvandish — Product designer

Sep 2010 - Aug 2015

- In an enterprise facility, I was responsible for providing various services to diverse industry clients, including developing strategies, creating UX and Information Architecture solutions, and managing a team of junior designers. I utilized my problem-solving skills to prototype and organize project information and describe and wireframe interactions and behaviors.

Bahar Co. — Frontend and UI Designer

Oct 2008 - Aug 2010

- As a Front-end and product designer for an academic search engine similar to Google, I was responsible for designing and building interfaces for search engine websites. I contributed to creating an intuitive and user-friendly search engine that provided efficient search services for articles, books, and publications. In addition, I worked closely with Python back-end developers, gathering requirements and ensuring seamless integration between design and development.

Certificates

Designing and Building AI Products & Services

MIT Professional education
Sep 2021, Remote

UX Management

Interaction design foundation
Feb 2018, Online

Education

Master of IT management

(2013-2014)

Shahid Beheshti
University, Tehran, Iran

Thesis: Research on AR acceptance and affordance .

Bachelor of Computer science (2003-2007)

Aradan university, Semnan , Iran

Thesis: Design and develop a social network with Python

Skills

User research Usability Testing

UI Design Interaction Design

UX Design Design Thinking

Information Architecture

HTML5/CSS Design System

Problem Solving Prototyping

Project Management

Venture development