

Mia Badiei

Lead Product Designer

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I design complex software and the stories that bring it to people. My work spans AI products, developer tools, commerce, and design systems — from hands-on product design to brand direction, launch videos, and campaign creative.

EXPERIENCE

MAI · Lead Product Designer

2025–Present

Lead design across the product, brand, and marketing creative. Iterate on AI chat, reporting, and campaign workflows; establish website direction and hand off to a website designer. Create campaign concepts, launch videos, and advertisement videos.

BABCO · Senior Product Designer

2023–2025

Designed product experiences, design systems, and marketing visuals across client engagements. Translated complex product capabilities into clear interfaces and reusable assets for websites, video, and social content.

DataMynt · Product Designer

2022–2023

Redesigned mobile navigation and interfaces; created prototypes for user research and testing. Built a design system and contributed to brand assets and website design.

Independent & agency work · Product Designer

2021–2023

Freelance and Zima Agency engagements. Led the Codum platform redesign, working with stakeholders to refine features, navigation, and interface design.

Wolfe Labs · UI Designer

2020–2021

Designed interfaces and brand assets for financial and community products in collaboration with international stakeholders.

Earlier: Smart Bourse · UI/UX Designer · 2020 / Landin · UI/UX Designer · 2019–2020

SELECTED WORK

Descript — product UI abstraction and a reusable visual library. **Tembo** — branding and product design. **Gitar** — product and marketing website. **SendOwl** — checkout. **Navii** — interview flow. **Nixtla** — design-system creation and optimization.

CAPABILITIES

Product & interaction design · Design systems · Prototyping · User testing · Brand & visual direction · UI motion · Launch & advertisement videos · Engineering handoff

RECOGNITION

Awwwards — Jury member

EDUCATION

Bachelor's degree, Industrial Engineering

Islamic Azad University, Central Tehran Branch · 2019