

Taha Hamifar

Senior Product Designer · Marketplace & B2B UX · Accessibility · AI-Native Design Workflows

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SUMMARY

Senior Product Designer with 8+ years, currently the sole designer for Divar’s Business tribe (Open Platform + Divar Pro) on a classifieds platform serving 45M+ monthly users. I design market mechanisms, not just screens: a rule-governed real-estate club, a destructive-but-survivable business migration for 1.5M professional users, and an add-on marketplace whose engagement depth grew 4.7x. Led the accessibility program that took Divar to WCAG 2.1 AA, doubled screen-reader users, and won a national award. I prototype in code, ship production fixes with AI-assisted development, and built the AI design workflow my company adopted org-wide.

SKILLS

Product

Product strategy, interaction design, information architecture, responsive design, UX writing

Accessibility

WCAG 2.1 AA (early WCAG 2.2 target-size adoption), ARIA, screen readers, keyboard navigation, inclusive design

Systems

Design systems, component libraries, documentation, Sonnat, Morph

Research

Usability testing, A/B testing, journey mapping, data-informed decisions, contextual inquiry, dogfooding programs, accessibility testing with blind users

AI Workflow

AI-assisted design & prototyping (Claude, Cursor), design-to-code handoff, tool evaluation & rollout, vendor-risk management

Tools

Figma, FigJam & Figma Make, Claude Design, Open Design, Framer, Webflow, Adobe Firefly, Blender, Git (Fundamental), Unity (Intermediate)

EXPERIENCE

Senior Product Designer

Divar

Jan 2021 – Present

Promoted from Product Designer (2021–2023)

Sole designer across two threads (Open Platform, Divar Pro) through their merger into the Business tribe.

4.7x Open Platform — Add-on Store & My Tools

Designed Divar’s add-on marketplace and permission-control hub end-to-end (search, categorized browsing, transparent permission pages, revoke/uninstall). Activations per active user grew 2.7 → 12.6/month (4.7x), peaking at 518K monthly; my revoke flows became the support team’s official resolution script.

1.5M Divar Pro — Single-business migration & tab merge

Proposed (on record) and designed the merge of personal/business tabs and the primary-business migration for 1.5M professional users — 82% of whom held businesses with zero live posts. Designed the “graceful decay” and ownership-transfer escape valve; live in 5 categories, tab merge in live experiment under revenue guardrails.

~100 Real Estate Club — verified agent network

Designed and piloted a rule-governed marketplace for ~100 Tehran real-estate agents, combining completeness-based pricing, listing verification, AI-assisted monitoring, and escalating enforcement. Although the pilot paused during the 2026 market freeze, its operating model became the blueprint for Divar’s approved one-year Agent Cooperation Network plan.

2x Accessibility — company-wide program (proposal to CI/CD)

Co-authored the S-Team proposal (accepted after two rejections by reframing revenue → fairness). Unified colors across iOS/Android/Web to WCAG 2.1 AA in a new Sonnat release; ran accessibility tests with blind users; ~330 initial web+Android issues driven to zero. Screen-reader users doubled (5.5K → 10K); blind-user satisfaction hit 83% — above the 61% general benchmark. Divar won the national digital-accessibility award.

2,500 Foreign nationals — identity & payment

Designed face-recognition + document verification and a deposit-ID wallet with BazaarPay for users excluded from Iran’s banking system; ~2,500 verified users transacting ~1.1B toman in the first months.

+37% AI design workflow — evaluation to production

Benchmarked AI design tools, ran a 4-stage test protocol (final exam: one feature designed with zero Figma), migrated the full Sonnat design system in 2 weeks, and drove an org-wide Claude adoption. My 3-day backup discipline survived the sanctions shutdown; the redesigned divar.ir/help shipped after it — daily AI-chat conversations +37%, now carrying >90% of support contact.

DX Divar Experience — dogfooding program (founding team)

Built internal products that put employees in users’ shoes: real buy/sell events, a physical in-office store with QR automation and “Brick” gamification (rewarding the hardest sells), and research comics on lunch tables. 80+ first-hand stories from 50+ employees in 2 months; the store is now permanent infrastructure.

SONNAT Design systems — foundational components

Created Content Container (shipped on all 3 platforms; later extended by engineering as TwinContentContainer from my iteration) and the Sonnat 2 accessible color architecture — AA contrast enforced, no color ships without accessibility sign-off.

Product Designer

Setare Aval

Jan 2020 – Jan 2021

Morph Design System — Developer velocity

Built and shipped Morph, standardizing UI components and improving developer velocity.

Super-app — Credit, bills, packages, and rewards

Designed core Setareyek flows for SIM recharge, bill payments, internet packages, and prizes on the new design system.

Website and PWA — Setareyek redesign

Redesigned a major portion of Setareyek.ir and the PWA, and ran stakeholder sessions, user tests, and focus groups.

UX/UI Designer

Otaghak

May 2019 – Jan 2020

- Redesigned core interface components for clarity, accessibility, and engagement across the booking platform.
- Ran structured usability tests with internal users to find friction and iterate before engineering handoff.
- Partnered with engineering through implementation to keep designs feasible against real product constraints.

Motion Graphic & Graphic Designer

Hamisun

Jul 2016 – May 2019

- Produced campaign motion, video, and visual systems in After Effects, Premiere Pro, and Illustrator.
- Moved into UX/product design through self-directed practice, contributing wireframes and interface concepts for internal products.

User Interface Design Teacher

Shahid Beheshti University

Sep 2018 – Dec 2018

Taught UI principles, design systems, typography, color, and platform patterns (Material, Fluent, iOS).

AWARDS

Best Accessibility

IWMF · Iran Web & Mobile Festival

May 2025

Awarded to Divar for the accessibility program I co-led and designed: WCAG 2.1 AA color and interaction remediation across three platforms, ~330 issues driven to zero, accessibility testing with blind users, and screen-reader users doubling to 10K — with 83% satisfaction among blind/low-vision users, above the general-user benchmark.

MENTORING & ADDITIONAL

Design Accessibility Mentor
Rahnema College & Diginext Academy

Nov 2024 – Present

Mentors product designers on WCAG, HIG, Material accessibility, and screen-reader practice.

Co-Founder
Figuraato

Jan 2023 – Present

Designs and produces custom collectible figures in ZBrush and Blender, from concept through prototyping.

EDUCATION

Associate of Science (A.S.) in Software Engineering, Computer Software Engineering
University of Qom

2013 – 2015

B.Sc. in Information Technology
Islamic Azad University

2015 – 2017

CERTIFICATIONS

IxDF
[Harness Your Creativity](#) · [Design for the 21st Century](#) · [UX Magic](#) · [UX Writing](#) · [Win Clients, Pitches & Approval](#) · [People Who Don't Get Design](#) · [Design Sprint](#) · [Card Sorting for IA](#) · [Career Char](#)

U. Tehran
[UX Design Certificate](#) · Nov 2019