Parastoo Sadeghi

Product Designer

Vancouver, BC · parastoo.sadeghi1391@gmail.com · linkedin.com/in/parastoo-sadeghi · parastoo.studio

Product designer with six years of experience across healthcare, SaaS, AI and mobile products. Currently Lead Product Designer at Flash Pharmacy, where I led the design of an AI-powered telehealth and e-commerce platform from concept to launch. I also write the front-end in React and TypeScript, so design and engineering stay in step.

EXPERIENCE

Lead Product Designer
April 2025 – Present

Flash Pharmacy · Vancouver · Full-time

- Led the design of the company's first AI-powered telehealth and e-commerce platform, from concept to launch.
- Created user flows, wireframes, prototypes and high-fidelity interfaces for web applications.
- Collaborated with product managers and engineers to define requirements and deliver user-centered solutions.
- Developed a scalable design system and reusable component library in Figma.
- Transformed complex healthcare workflows into intuitive digital experiences.
- Presented design concepts and prototypes to stakeholders throughout the design process.

Senior UI/UX Designer
January 2023 – January 2024

Sadax Studio · Amsterdam (remote)

- Developed web and mobile products for clients, overseeing the process from research to development. Client work included Roobinium, an AI agent builder for crypto and DeFi.
- Ran A/B tests and user research with each iteration to keep the design user-centered.
- Improved the UX of SaaS platforms and dashboards, contributing to a better user experience and a 4% rise in conversion rate.

Product Designer
June 2021 – November 2023

Proshot Softwares · Melbourne · Full-time

- Performed user research, usability testing and competitive analysis to confirm design choices.
- Iterated quickly on user feedback, product insights and collaboration across departments to improve usability.

Junior UI/UX Designer
September 2020 – March 2022

SternX · Dubai · Full-time

- Helped design user-friendly web and mobile interfaces, including Safes Family, a parental-control app shipped on iOS and Android.
- Took part in user research and usability testing to improve product experiences.

SKILLS AND TOOLS

UX design	Figma, FigJam, Claude Design, Google Stitch, Canva, Adobe Creative Suite
Code	React, TypeScript, JavaScript, Swift, HTML, CSS
Development	Claude Code, GitHub, Codex, Cursor, Vercel, Google Analytics
Management	ClickUp, Linear, Jira, Notion