Arash DamanAfshan

Product Manager & Builder · Product Strategy · AI-Native Product Building · Product Design

Tehran, Iran | +98 936 618 3493 | arashdma@gmail.com | linkedin.com/in/arashdma | Portfolio

SUMMARY

Product manager and builder with 9+ years of experience in product design across sports-tech, fintech, marketplace, and SaaS platforms in Iran, now leading products end-to-end. I use AI to make the work faster and more efficient — from discovery and PRDs to prototypes and working software — while knowing that great products are built by teams: I lead people and work closely with engineering, design, and business stakeholders to align on the right problems and ship together. Proven track record in product discovery, design systems, and cross-functional delivery, with measurable impact on user growth, conversion, and efficiency.

KEY ACHIEVEMENTS

- Contributed to a product redesign that increased users by 475% (Football360)
- Reduced onboarding drop-off by 40% through a redesigned onboarding flow (Football360)
- Grew Sarzarb into the third most-visited feature within three months, reaching 20M+ monthly visits (Football360)
- Reduced support overhead by 50% through an automated workflow solution (Hamsaa)
- Increased conversion rate from ~0.8–1% to 2% through a product-list redesign (Asroon)
- Moved 40% of offline VIP users online and raised NPS from 4.3 to 4.7 within three months (Ubank, via Hamsaa)

PROFESSIONAL EXPERIENCE

Product Builder / Manager — ZarNet

Aug 2026 – Present

Online gold & jewelry marketplace connecting buyers with vendors. Own product direction from discovery to release.

- Own product discovery, prioritization, and the roadmap, aligning business stakeholders and the tech team on clear PRDs and a shared backlog.
- Work day-to-day with backend, frontend, design, and business teams to run the delivery loop: specs, sprint tasks, QA on staging, and post-launch analytics.
- Built an AI-powered internal toolkit (Claude Code, Codex) that speeds up the team's routine work — PRD drafts, task creation, QA, reporting, and AI product photography — so more time goes to problems that need people.
- Set up product analytics and event tracking to measure funnels and guide product decisions.

Product Builder — HalaFit

Apr 2026 – Present · Self-employed

My own product, co-founded with a partner — built end-to-end by a two-person team with AI.

- Building HalaFit with my co-founder from idea to working product — discovery, product strategy, UX, and shipping code — as a two-person team, without a dedicated engineering team.
- Use AI coding agents and app builders (Claude Code, Codex, Cursor, Antigravity, Lovable, Base44) with Supabase as the backend, and vibe coding to move from prototype to production in days instead of months.
- Run fast build–measure–learn loops and automate content and growth workflows with AI: ship small, test with real users, and iterate on the data.

Senior Product Designer — Football360

Nov 2022 – Jul 2026

Iran's leading football app. Sole product designer, owning end-to-end design across web, Android, iOS & TvOS.

- Led a full product redesign from discovery through delivery, including the design system, CMS, and Football Fantasy, contributing to a 475% increase in users.
- Redesigned onboarding, reducing drop-off by 40%.

- Designed Sarzarb, which became the third most-visited feature within three months, reaching 20M+ monthly visits.
- Designed new features end-to-end, from problem framing through prototyping, handoff, and iteration.

Product Team Lead — Hamsaa

Mar 2025 – Jul 2026 · Senior Product Designer, Nov 2021 – Mar 2025

Tech company & venture studio. Led the product team across Ubank, Ham-Gozar, and Hamsaa Enterprise Social Network, spanning discovery, product decisions, and cross-functional delivery.

- Designed an automated solution that reduced support overhead by 50%.
- Led design and workflow orchestration for Ubank, moving 40% of offline VIP users online within three months and raising NPS from 4.3 to 4.7.
- Defined product strategy and led end-to-end discovery for Ham-Gozar, a commercial-complex management ecosystem spanning Admin, Tenant, and Contractor apps.
- Led delivery and sprint planning across four concurrent products, translating complex business requirements into scalable design architectures and backlogs.

Senior Product Designer — Ahangar

Dec 2020 – Feb 2022

Metal marketplace. Owned design outcomes across the marketplace and internal operations, from discovery and UX through interface design and post-launch analysis.

- Redesigned the product-list page, increasing conversion rate from approximately 0.8–1% to 2%.
- Redesigned internal flows and led the team to shape a web-based CRM, reducing order-submission time by 23%.
- Partnered directly with the CPO and CTO on product structure, design sprints, and a scalable UI foundation.

Product Designer — UniPlato

Mar 2020 – Aug 2021

CPaaS collaboration platform.

- Built a scalable Material 2.0-based design system through quantitative analysis, design thinking, and structured decision documentation.

UI/UX Designer — Purple Hachure

Feb 2017 – Jan 2020

Design & creative studio.

- Designed digital products, brands, and campaigns for clients across fintech, e-commerce, health, and communications, including Jibimo, Pipekala, Sharjbook, Paklean, and Tinext.

KEY SKILLS

Product Strategy & Discovery: Product Discovery, Problem Framing, PRDs & Roadmapping, Product Strategy & Prioritization

Team & Collaboration: Team Leadership & Mentoring, Cross-Functional Collaboration (Engineering, Design, Business), Stakeholder Alignment, Sprint Planning

AI-Native Product Building: Vibe Coding, AI Coding Agents (Claude Code, Codex, Cursor, Antigravity), AI App Builders (Lovable, Base44), Supabase, AI-Assisted Prototyping, Workflow Automation

UX Research & Analytics: UX Research, Product Analytics, Usability Testing, Google Analytics, Umami

Design Execution: Interaction & Interface Design, Design Systems & Scalable UI, Prototyping

Tools: Figma, FigJam, Sketch, Adobe XD, Jira

EDUCATION & LANGUAGES

Azad University — B.A. Industrial & Product Design, 2025

Persian — Native | **English** — Professional working proficiency