Ramin Partovi

Senior Product Designer | AI-Assisted Workflows for Enterprise SaaS

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PROFILE

Senior product designer who leads complex B2B software from discovery through launch. I turn customer research into product direction, partner with product and engineering on implementation, and use task completion and usability benchmarks to validate design decisions. My experience includes designing AI-assisted workflows and building a design system used across nine applications.

EXPERIENCE

Telestream | Senior Product Designer — Oct 2023 – Nov 2026 · Remote

- Led design for Vantage, a media workflow platform named a 2025 NAB Show Product of the Year. Redesigned onboarding and workflow reuse, and designed an AI-assisted flow that drafts workflows for user approval. In testing, setup time dropped from 45 to 25 minutes and configuration errors fell from 28% to 12%.
- Established Telestream's first ongoing customer research program with CBS Studios, MLB, Comcast, and NBC. Paired task completion with the System Usability Scale (SUS) to identify usability gaps.
- Led four products from concept to launch with product management, engineering, and QA. Led design for Pulse, an award-winning broadcast monitoring product that achieved 86% task completion and a SUS score of 91 in feature testing.
- Helped grow the design team to seven and built Telestream's first design system, supporting the redesign of nine applications.

iTradeNetwork | UX/UI Designer — Jan 2020 – Sep 2023 · Dublin, CA

- Led the mobile-first redesign of OrderMaestro, used by approximately 50,000 people. Redesigned core workflows for staff who worked away from a desk. Task completion rose 75% and time on task fell 80%. Six months after launch, the company reported 25% revenue growth and 40% growth in customer acquisition.
- Benchmarked iTracefresh and designed a guided labeling workflow that preserved familiar steps for experienced users. Churn fell 12%, labeling labor hours fell 58%, and SUS rose from 68 to 82.
- Turned research with Sysco, Walmart, Driscoll's, and Foodbuy into problem definitions and roadmap recommendations. Contributed to the enterprise design system.

EverFi | Enterprise Customer Success Manager — Jul 2016 – Jan 2019 · Walnut Creek, CA

- Managed 80–100 enterprise and strategic accounts representing $1.4M in annual contract value. Identified churn risks and worked across teams to retain and expand accounts.

INDEPENDENT PRODUCT

Daywell | Founder, Designer & Builder — Live beta · daywell.site

- Designed and built a health tracking app. Used Claude Code to ship production code, managed the backend, ran beta testing, and worked through app marketplace review and approval.

SKILLS

User research, product discovery, customer interviews, usability testing, interaction design, design systems
AI workflow design, AI-assisted prototyping and development, high-fidelity UI, Figma, Claude Code

EDUCATION

User Experience Design Program | UC Berkeley Extension, 2019–2020
BS, Business Marketing | San Francisco State University, 2010–2012