

BARDIA ZADEH

Product Design, UX Research and Software

(678) 938-6413 | BardiaZadeh.dev@gmail.com | linkedin.com/in/bardiazadeh | bardia.dev | Atlanta, GA (open to remote)

SUMMARY

Product designer, 13 years in, with a Georgia Tech M.S. in Computer Science (Human-Computer Interaction). Designs software people trust with real money and sees it all the way to launch. 315+ properties, 40+ staff and crew and \$2.3M+ in bookings ran on it, handing teams back 11,500+ hours a year. Founded a design studio, led its designers through 325+ projects and sold it; stepped back from running companies in 2026 to join a product team full time.

EXPERIENCE

Silverstone Management (SSM)

2025 - 2026 (stepped back)

Partner & Product Lead

Atlanta, GA

- Designed the operating app for a four-partner firm managing about 250 properties. It bills back \$450K+ a year in owner charges, sends owner statements tied to the company's books and hands the partners 1,500+ hours a year back.
- Split the product into a phone-first staff app and a desktop admin panel behind one login, plus an owner portal with its own interface and privacy rules, so owners never see internal cost or markup.
- Receipts save offline and every action is logged, with five separate safety nets against data loss. All 3,015 automated tests ran clean in August 2026.

Palm Heaven LLC

Jul 2024 - 2026 (stepped back)

Founder & Director

Atlanta, GA and Los Angeles, CA

- Ran a 65-property short-term rental company in Puerto Rico and the mainland U.S. (15-person team, \$1.44M a year in guest payments) and designed its software, putting \$235K+ a year back into the business.
- Designed profit-first pricing automation that studies a year of history (2,541 bookings) and proposes changes worth \$115K+ a year. A person approves each one before it goes live, and one command undoes it.
- Shipped CleanerProof, the crew app about 15 cleaners use daily across 31+ properties: 5,400+ hours a year back (about 2.5 full-time jobs), photo proof on 2,000+ turnovers a year and 50% fewer cleanliness complaints.
- Replaced a vendor template with a direct-booking site for 56 homes that re-checks availability before every booking and saves \$20K+ a year in platform fees.

Bravo Marketing Digital Solutions

Jun 2020 - 2024 (business sold)

Founder & Lead UX/UI Designer

Atlanta, GA

- Led and mentored 25+ designers and delivered 325+ client websites, apps, stores and software products, from information architecture to front end.
- After 15+ user interviews, designed a B2B SaaS platform and its design system through developer handoff; 85% of usability-test participants completed the tasks.

DoorStain

Aug 2017 - 2026 (sold stake)

Co-Founder & Director of Product Design

Atlanta, GA

- Built a door-refinishing and wood-restoration company to 25 full-time employees in Atlanta, California and Washington DC, including restoration work at the Georgia Capitol and the Georgia Supreme Court.
- Designed and built the booking and payments app for 6 markets on the web and crew iPhones (40+ shared screens). It replaced a spreadsheet that had handled about \$887K of booked work and returns \$60K+ a year in saved time and payments that no longer slip.
- Rebuilt paid search after one campaign hit \$634 per lead. The first full week after the rebuild ran at \$59 per lead, 10x more leads per ad dollar.

BEZ Management & Marketing Group

Founder

Jan 2016 - 2026 (stepped back)

Atlanta, GA and Los Angeles, CA

- Managed creators and recording artists on brand deals; 16+ of them have over 1 million followers each. Developed two client mobile games that passed 500,000 downloads and hit #1 on the App Store for 24 hours.

Micrer LLC

Product Design Engineer

Mar 2013 - Jun 2017

Marietta, GA

- Began as an intern designing custom 3D printers. Later presented designs to clients and helped with integration.

SELECTED PROJECTS

Research, design systems and accessibility. User interviews, personas, journey maps and usability testing across 12 research case studies on bardia.dev. Built the NoticeOffice design system, checked a brand's color tokens against WCAG AA and set 44px touch targets on a dental-school app.

SuperEstar (founder). Founded, researched and designed a celebrity-booking marketplace; fan research (75% wanted personalized videos) set its core offers. Rebuilt it in English and Persian in 4 days.

doNext. AI task manager, live with paid plans. A note, screenshot or photo becomes a scheduled task with a time estimate. Shipped in 8 days, 10x faster than a typical team's first version.

MindDrop. AI video engine that runs itself: it finds ideas, renders and uploads 9 short videos a day and learns from its own analytics, with automatic rollback and a hard spend cap.

FarsiChart. Created a bilingual English and Persian music-data platform: 83K real visitors a month, and Google clicks up from 8 to 71,107 per 28 days in five months.

EDUCATION

M.S. Computer Science, Human-Computer Interaction *Georgia Institute of Technology* 2026

B.S. Computer Science *Kennesaw State University* 2020

Interactive design and front-end focus. GPA 3.76, Dean's List, HOPE Scholarship.

Google UX Design Professional Certificate *Google* 2023

PUBLICATIONS AND AWARDS

Author of five books, including The UX Design Process: A Comprehensive Guide (amazon.com/author/bardia)

Thingiverse Top Designer Award; First Place, Best 3D Printer

Recognition of Excellence for Georgia government restoration projects

SKILLS

Product design: user research, personas, user journeys, user flows, card sorting, information architecture, interaction design, wireframes, interactive prototypes, usability testing, design systems, accessibility, developer handoff

AI: AI agents with human approval and rollback, multi-agent workflows, MCP, Claude Code, Cursor, v0, Lovable

Build: HTML, CSS, JavaScript, TypeScript, React, Next.js, Tailwind CSS, shadcn/ui, SwiftUI, Flutter, REST APIs

Tools: Figma (8 years), FigJam, Framer, Storybook, Jira, Linear, Notion, GitHub, Vercel, Hotjar, Mixpanel, GA4

Languages: English, Farsi (fluent)