

Ardavan Mirhosseini

Senior Product Designer

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SUMMARY

Senior Product Designer focused on enterprise SaaS, AI-native workflows, and financial systems. I translate complex customer and business challenges into legible, high-trust product experiences through information architecture, workflow design, prototyping, and product storytelling. Recent work spans Intuit Enterprise Suite and QuickBooks Online Advanced, with an emphasis on making complex financial systems clearer, more explainable, and easier to act on.

EXPERIENCE

Intuit Enterprise Suite — Senior Product Designer 2023 - Present

- Helped define and communicate AI-native product direction for Intuit Enterprise Suite, translating complex enterprise finance workflows into clearer information architecture, product narratives, and prototype concepts.
- Designed high-trust financial workflow experiences focused on clarity, explainability, evidence, human judgment, and user control across complex accounting and ERP-like product contexts.
- Created evidence-backed frameworks, prototypes, and visual narratives that helped make AI-native finance concepts tangible across leadership, partner-facing, and company showcase moments.
- Recognized internally for executive storytelling, visual judgment, prototype craft, ambiguity navigation, and dependable execution under tight timelines.

QuickBooks Online Advanced — Senior Product Designer 2022 - 2023

- Shaped advanced accounting workflows, including Classes and dimensional accounting concepts, to make classification, reporting, and decision-making easier to understand and act on.
- Delivered scalable, user-centered solutions aligned with cross-functional product and engineering priorities.

QBO Money — Interaction Designer II 2021 - 2022

- Designed the Bill Pay experience for small-business money workflows, supporting clarity, trust, and completion across critical payment moments.
- Contributed to design system modernization for more consistent product experiences.

Xello Family — Senior Product Designer 2019 - 2021

- Developed collaboration tools for education platforms, focusing on system design, usability, and cross-platform consistency.
- Used research insights to refine family and student-facing product experiences.

Xello Elementary — Senior Product Designer 2018 - 2019

- Improved Xello Elementary UX and contributed to the design language system for a more consistent student experience.

Xello — UX Designer 2015 - 2018

- Designed user-centered education technology experiences across research, UX, UI, and interaction design.

FOUNDER INITIATIVE

Iranians Who Design

Created a community-driven platform to make Iranian designers in tech more visible, connected, and discoverable. Designed around identity, discovery, storytelling, and community connection.

SKILLS

- Product Design
- Enterprise SaaS
- AI Experience Design
- Financial Systems
- Information Architecture
- Workflow Design
- Interaction Design
- Prototyping
- Design Systems
- Research Synthesis
- Executive Storytelling
- Visual Design
- Figma

EDUCATION

Graduate Diploma in Digital Futures

OCAD University · 2012 - 2014

Bachelor of Design in Interdisciplinary Design

NSCAD University · 2009 - 2012

Diploma in Communication Design

New Brunswick College of Craft & Design · 2006 - 2009

AWARDS & TRAINING

Dare Greatly Award

QuickBooks · 2022

UX Certified

NN/g · 2021

Communicating for Impact

IDEO U

Practical AI for UX Professionals

NN/g · 2024

AI & ML for Designers

FITC · 2020

HCI Certificate

IxDF · 2017

Becoming an Entrepreneur

MITx · 2020

Visual Thinking

CanUX · 2016