Farhin Dorothi

ASSOCIATE DIRECTOR OF USER EXPERIENCE

farhin.dorothi@gmail.com | +1 (919) 714-2968 | LinkedIn | https://farhinux.com

Dynamic Product Design Leader with over a decade of experience driving user-centered design and business outcomes. Expertise in creating impactful digital experiences that increase engagement, boost customer satisfaction, and streamline navigation. Skilled in building high-performing teams, advocating design thinking, and collaborating cross-functionally to align design solutions with strategic goals. Proven track record of using data-driven insights and agile methodologies to innovate and optimize digital interactions for millions of users.

KEY SKILLS & CORE EXPERTISE

- Strategic Planning & Strategy
- User-Centered Design
- Agile Development & Project Management
- Cross-Functional Team Leadership
- Customer Journey Mapping
- A/B Testing & User Research
- UX/UI Prototyping

PROFESIONAL EXPERIENCE

AT&T Corp | Dallas, Texas, USA

LEAD UX DESIGNER, MAY 2021 - PRESENT

- Spearheaded high-impact projects to enhance AT&T's digital shopping experience for wireless services, streamlining the buyflow for selecting wireless plans and add-ons while ensuring compliance with FCC mandates. Improved customer experience and drove a **4x increase attachment rate for discount programs** and **1.5x attachment rate in add-ons** unlocking significant potential for additional revenue.

- Developed cohesive user journeys to support complex offers and promotions, optimized the Product Details Page (PDP), and implemented design consistency across the buyflow. These enhancements improved user experience and increased overall engagement across the purchase funnel.

- Partnered with the A/B testing team to ideate, design, and implement a range of experimentations sourced from cross-functional teams, ensuring data-driven improvements and aligning with strategic objectives for maximizing conversion rates and user satisfaction.

- Led transformative projects to optimize **AT&T's digital account management** for 116 million wireless and 15 million internet customers that played a pivotal role in reducing the Post Online Call Rate **(POCR) by as much as 10%**.

- Drove design vision presentations and prototype reviews with executive stakeholders, effectively integrating customer-focused solutions within cross-functional teams.

- Supported and mentored junior designers, overseeing their growth and alignment with team goals while coordinating with four agile teams to meet project milestones.

McClatchy Company | Raleigh, North Carolina, USA

SENIOR UX DESIGNER, DEC 2019 – APR 2021

- Delivered a **66% increase in user engagement** for 30 news markets by designing a scalable, modular web template that dynamically adapts to priority content.

- Spearheaded A/B testing and UX optimizations, continuously improving user flows and supporting data-driven decision-making.

- Developed data-driven user journeys and wireframes, applying both qualitative and quantitative insights to align user experience with business objectives.

- Supported and mentored junior designers.

- Supported User Research team to conduct moderated and unmoderated user testing.

PRODUCT DESIGNER, APR 2017 – DEC 2019

- Enhanced user experience through meticulous wireframes, prototypes, and usability testing, aligning design solutions with evolving business needs.
- Championed user-centered design methodologies and spearheaded a cross-departmental UX team, optimizing workflows for consistent project success.
- Pioneered the introduction of an Atomic Design System, establishing a new, scalable Design System for McClatchy that streamlined design processes, improved consistency across digital experiences, and accelerated development timelines. This initiative enhanced team efficiency and set a foundation for cohesive, brand-aligned user interfaces across products.

DZone.com | Cary, North Carolina, USA

UX/UI DESIGNER, MAY 2014 – MAR 2017

- Redefined DZone's user interface, **resulting in a 40% increase in traffic**, **60% surge in page views**, and **80% rise in session time**, elevating the brand's engagement and user satisfaction.
- Created a flexible CMS solution, empowering administrators to update layouts and content with ease, enhancing real-time engagement with the developer community.

PRIOR EMPLOYMENT

Shannon Media | Chapel Hill, North Carolina, USA

ASSOCIATE ART DIRECTOR, APR 2012 – MAY 2014
GRAPHIC DESIGNER, FEB 2012 – APR 2012

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts (Multi-Media and Communication)

City College of New York (2012)