

Farhin Dorothi

PRODUCT DESIGNER — STRATEGY, SYSTEMS & COMMERCE

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Product designer with 13 years across telecom commerce, news media and developer platforms. At AT&T, the designer handed the largest and most complex initiatives — first digital account management for more than 100 million customers, now commerce, including OneConnect, the company's first converged connectivity membership, launched nationally in 45 days and recognized with a company-wide award. Owns the experience decision across product, business and engineering: what customers need, where to compromise, and where not to. Uses AI throughout the process to evaluate and test far more options than deadlines would otherwise allow.

PROFESSIONAL EXPERIENCE

AT&T | Dallas, Texas, USA

LEAD UX DESIGNER, MAY 2021 - PRESENT

The go-to designer for AT&T's largest and most complex initiatives, first in account management and now across commerce. Owns the experience decision on every team: what the customer experience has to be, where it can bend to technology, timeline or business needs, and where it cannot.

COMMERCE

- **OneConnect.** Led the end-to-end journey — upper funnel, buy flow, cart and checkout, account management — for AT&T's first converged connectivity membership, concept to national launch in 45 days, on a buy-first, add-devices-later purchase model new to telecom. **Silver ATS Optimum Team Award (2026), one of 25 recognized company-wide.**
- Initiated post-launch research without being asked (153 participants, three rounds, run on Lovable prototypes with AI-assisted analysis) and added a review step before the cart, shipped as a three-week fast follow. Phases for existing fiber and wireless customers are underway.
- **Multi-line upgrade.** Changed the unit of purchase from a device to the household after a self-directed analytics investigation and AI-assisted synthesis of two testing rounds. **Cart conversion rose from 39.9% to 43.4%**, with a +400 bps lift on next-line upgrades (2.05M base).
- **Offers and promotions.** Defined a single state-based offer pattern across web and app (+5% conversion among engaged customers in testing). With product and analytics, drove a 4× increase in discount program attachment and 1.5× growth in add-on adoption.
- **AI in the workflow.** Use AI daily across research, ideation, UI critique, test planning and analysis — generating and comparing several UX directions before committing to one — with enterprise tools (Ask AT&T, Microsoft Copilot) and Lovable. Built a OneConnect project notebook holding every test, design, requirement and roadmap, which now grounds new concepts and testing for phases two and three.

ACCOUNT MANAGEMENT

- Led the redesign of digital account management for nearly 110M wireless and 15.5M internet customers, from concept to deployment: **CSAT up 9 points**, customer effort score improved 2 points, **85% fewer navigation friction points**, and a **6% improvement in post-online call rate**, the share of customers who still had to call after using the site.
- Introduced a modular design system for account management, reducing development cost and speeding deployment across platforms.

LEADERSHIP

- Set short- and long-term design direction with executives and business partners through prototypes and AI-assisted vision presentations; bring engineering and architects in early so feasibility shapes the design instead of overriding it.
- Supported four scrum teams at once; aligned designers outside a direct reporting line on shared models; hired, onboarded and mentored junior designers.

McClatchy Company | Raleigh, North Carolina, USA

SENIOR UX DESIGNER, DEC 2019 – APR 2021

- **Increased user engagement 66%** across 30+ news markets with scalable, modular web templates adaptable to local content.
- Led the experimentation strategy for reader retention, partnering with research on moderated and unmoderated usability testing.
- Coached junior designers on design-system adoption and accessibility standards.

PRODUCT DESIGNER, APR 2017 – DEC 2019

- Created McClatchy's first atomic design system and rebuilt on it the website template used by 30+ newsrooms, from the Miami Herald to small local papers.
- **Big News Events.** Designed a five-level breaking-news escalation system built entirely from existing components, giving every newsroom more capability with no added workload. In production across McClatchy sites for years.

DZone.com | Cary, North Carolina, USA

UX/UI DESIGNER, MAY 2014 – MAR 2017

- Redesigned the site experience, driving 40% more traffic, 60% more page views and 80% longer sessions.
- Built flexible CMS modules that let content teams customize pages in real time, and simplified navigation for a developer audience.

PRIOR EMPLOYMENT

Shannon Media | Chapel Hill, North Carolina, USA

ASSOCIATE ART DIRECTOR, APR 2012 – MAY 2014

GRAPHIC DESIGNER, FEB 2012 – APR 2012

KEY SKILLS & CORE EXPERTISE

Product & strategy: subscription and commerce UX, purchase and checkout flows, journey mapping, service design, problem framing

Research & experimentation: A/B testing, concept and usability testing (moderated and unmoderated), analytics partnership

Systems & craft: atomic design systems, component libraries, responsive design, prototyping, accessibility

AI-assisted design: Lovable prototyping, concept generation and comparison, test planning, synthesis of usability, session and analytics data (Ask AT&T, Microsoft Copilot)

Leadership: cross-functional alignment, influence without authority, executive storytelling, mentoring

RECOGNITION & COMMUNITY

- **Silver, ATS Optimum Team Award — AT&T, 2026; one of 25 employees recognized company-wide**
- **Connection Award, AT&T — five consecutive years, for exceptional performance on key projects**
- **Speaker, AT&T Design Summit — live demo of the e-commerce experience redesign**
- **Innovation Project Coach, FIRST LEGO League**

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts (Multi-Media and Communication)

City College of New York (2012)