

BARDIA ZADEH

Senior Product Designer, AI Products

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SUMMARY

Product designer, 13 years in, with a Georgia Tech M.S. in Computer Science (Human-Computer Interaction). Designs software and automation people trust with real money and builds it with AI coding agents like Claude Code and Cursor. Two property companies run on that software (about 150 properties and 65 rentals). 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

- Mapped how the four partners spent and recovered owners' money across about 150 properties and designed the operating app around that. The team does receipts and billing in it and owners get monthly statements, both tied to the company's books. Live payments have run through it since mid-2026.
- 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. In August 2026 all 3,015 automated tests ran clean, and a 12-agent AI audit that covered accessibility found 72 issues; 68 are fixed.
- Launched the company website with an owner intake form that estimates a property's rental income.

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. with a 15-person team. Designed its internal software and built it with AI coding agents.
- Designed pricing automation that studies a year of history (2,541 bookings, \$1.44M in guest payments) and proposes changes. A person approves each one before it goes live, and one command undoes it.
- Shipped CleanerProof, the phone app about 15 cleaners use daily across 31+ properties. It saves each of them more than an hour a day, and turnovers got smoother, cleans more on time, and guest complaints and mix-ups dropped.
- Replaced a vendor template with a direct-booking site for 56 Puerto Rico homes (live September 2026) that re-checks availability before every reservation and releases unpaid holds on its own.

Bravo Marketing Digital Solutions

Jun 2020 - 2024 (business sold)

Founder & Lead UX/UI Designer

Atlanta, GA

- Led and mentored the studio's 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 for client and user management, plus its design system, and carried both into developer handoff. In usability testing, 85% of participants completed the tasks.
- Led UX research for SuperEstar, a celebrity-booking marketplace. In fan surveys and celebrity interviews, 75% wanted personalized videos and 60% would pay \$25 to \$100, so those became its core offers.

- DoorStain

Co-Founder & Director of Product Design

Aug 2017 - 2026 (sold stake)

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 on crew iPhones (40+ shared screens and components). It replaced a spreadsheet system that had handled about \$887K of booked work.
 - Rebuilt paid search after one campaign hit \$634 per lead. The first full week after the rebuild ran at \$59 per lead.

- 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 11 case studies on bardia.dev. Built the NoticeOffice design system and verified a law-practice brand's color tokens against WCAG AA. For a dental-school planning app, set 44px touch targets and visible focus rings.

doNext. AI task manager, live with paid plans. A note, screenshot or photo becomes a scheduled task with a time estimate. Designed after studying six competing apps.

MindDrop. AI video engine that runs itself. It finds and scores ideas, renders and uploads 9 short videos a day, and learns from its own analytics. Guardrails roll it back when retention drops and stop it at a hard daily spend cap.

FarsiChart. Bilingual English and Persian music-data platform; 57,773 real visitors in September 2026.

EDUCATION

M.S. Computer Science, Human-Computer Interaction <i>Georgia Institute of Technology</i>	2026
B.S. Computer Science <i>Kennesaw State University</i>	2020
Interactive design and front-end focus. GPA 3.76, Dean's List, HOPE Scholarship.	
Google UX Design Professional Certificate <i>Google</i>	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)