Hammed Kohistani

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EXPERIENCE

Director of Product Design, Bleacher Report

San Francisco, CA | August 2018 - Present

- Grew team of 4 to 10 Product Designers in less than 1 year with no recruiting support and championed diversity having ~70% people of color and 5 women on staff in a male-dominated sports industry and company
- Established career ladders to clarify roles and responsibilities in my first 90 days, resolved 3 cases of internal equity and promoted Lead Designer to Design Manager
- Led creative direction of BR's first betting game, increasing DAUs by 14% and 50k new accounts created at launch in 2020. The betting game unlocked a multi-year deal and $100m partnership with Draftkings
- Established "Impact Initiatives" program for leaders to support interests and growth opportunities important to Product, Design, and Engineering staff in 2020. The program has led to prioritizing app redesign in 2021, developing leadership philosophies for managers, addressing mental health, and improving remote collaboration and meetings

Director of Product Design, RaiseMe

San Francisco, CA | September 2016 - August 2018

- Led strategy and prioritization of roadmaps in the absence of product leadership, direction led to increasing scholarship earnings from $12,000 to $25,000 per student (+66% YoY) and $1.5m in revenue (+566% YoY) in 2018.
- Led the design of RaiseMe's first iOS app that reached the top 25 in Apple's education category and acquired 400,000 new student users (+66% YoY) in Q4 of 2017.
- Grew team of 1 to 3 Product Designers in less than 3-months by actively recruiting from communities with diverse candidate pools and personalized outreach emails.
- Conducted numerous user research studies with Parents, Students, and Educators to gather feedback and insights on current or future projects. Feedback led to improving user experience and sunsetting products that provided no value, such as RaiseMe's student referral portal for Educators.

Senior Product Designer, BuzzFeed

New York, NY | June 2015 - September 2016

- Led redesign of BuzzFeed's mobile app feeds by developing a new design language, tabbed navigation, and native video player. Increased key metrics for content and video views, engagement, and ad revenue.
- Led the design of an internal tool that captured essential video metadata for BuzzFeed Video Producers to simplify and enhance their workflow.
- Established user research at BuzzFeed, wrote test scripts, recruited participants, facilitated sessions, and synthesized findings into meaningful insights for the tech organization.

Lead Visual Designer, Trulia

San Francisco, CA | May 2013 - June 2015

- Promoted from Mobile Designer I to Lead Visual Designer in 2015.
- Led redesign of Trulia's property detail page while balancing the needs of multiple stakeholders and user problems, increased page engagement, and lead generation to paying real estate agents.
- Directed Trulia's consumer rebrand, which included collaborating with marketing on refining the existing company logo, selecting new fonts, and color palettes.
- Established and facilitated weekly design critiques with consumer and business design teams to improve transparency and collaboration.

Experience Designer, Yahoo!

Sunnyvale, CA | November 2011 - May 2013

- Established global navigation that appears on 1,300+ web pages, resulting in increased traffic to critical sub-properties and email logins.
- Contributed to Yahoo's design language and interaction patterns across desktop and mobile web.
- Collaborated with engineering teams across the world and time zones on various features and products

SKILLS

Budgeting

Communication

Conflict Management

Design Management

Design Sprints

Design Systems

Design Tools (Figma, Sketch, Adobe)

Interaction Design

Mentorship

Multi-tasking

Prototyping (Figma, Framer, Principle)

Product Thinking

Recruiting

Resource Allocation

Time Management

User Research & Facilitation

Visual Design

INDUSTRIES OF EXPERTISE

Education

Finance

Media

Real Estate

EDUCATION

B.S. Web & Interactive Media Design
Art Institute of Las Vegas
Henderson, NV | December 2010

CERTIFICATIONS

Product Management
General Assembly
San Francisco, CA | October 2019