



# Nazanin Moazen

Product Manager · 4+ years of managerial experience

**From insight to impact.**

B2B SaaS · UX-driven

Connecting user needs, business goals, and technical capabilities into thoughtful products.

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## ABOUT

# Product person with a design background.

I'm a Product Manager with a background in product design. My journey into product started from content and UI/UX design, where I worked closely with users to understand their real-world challenges. That foundation shaped the way I approach product today: grounded in user insight, aligned with business goals, and realistic about technical constraints.

My approach blends analytical rigor—rooted in my background in Physics—with a deep understanding of user behavior, allowing me to translate complexity into structured product decisions that align strategy with real-world needs.

I rely on direct exposure to real operational environments. On-site deployments and user feedback sessions help me assess adoption, usability, and impact beyond internal assumptions.

I'm always open to opportunities where I can contribute meaningfully, grow strategically, and help turn insight into impact.

## EXPERIENCE

# Jereeb · 4+ years

Full-time roles at a smart agriculture B2B SaaS company. I grew from content and design into product management while staying close to users and cross-functional collaboration.



**Product Manager** Feb 2024 – Present

## Strategic product ownership & agritech ecosystem

My fulfilling and learning-rich experience as a PM at Jereeb.

- **Strategic Product Ownership:** Defined product vision and prioritized feature backlogs by synthesizing insights from stakeholder consultations, user interviews, and market needs-assessment.
- **Operational Excellence:** Guaranteed streamlined workflows and prioritized roadmaps to keep the team focused on high-impact tasks while maintaining a sustainable development pace.
- **End-to-End Product Lifecycle Management:** Managed the deployment of a multi-layered agritech ecosystem, including: Agro-Industrial Task Management—constant improvement of a robust task-tracking system tailored for large-scale operations, bridging the gap between high-level management and daily field execution; Field Ops App—simplified, high-adoption mobile tools for on-ground labor and field activities; Remote Sensing & IoT—integrated satellite imagery to detect land stress; GPS Tracking System—implemented machinery tracking to optimize logistics and asset utilization.
- **Empathetic Team Leadership:** Led cross-functional teams with a focus on aligning individual passions with project priorities to maintain high morale and a healthy, high-performance work environment.
- **User-Centric Research & UX:** Designed and optimized product flows for a wide spectrum of users, successfully bridging the gap between high-level executives and field workers with limited digital literacy.
- **Continuous Feedback Loop:** Led on-site implementations at major agro-industrial sites, conducting product demos and feedback sessions to iterate on features based on real-world pain points.
- **AI Integration:** Currently leading the transition toward AI-driven Decision Support Systems, leveraging historical field data to provide predictive insights for yield optimization.

Product Lifecycle Management · Team Management · Agile Methodologies

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**Product Designer (AgriTech Industry)** Oct 2023 – Present

## Simplifying the complex · UX for smart farming

Product design at Jereeb: simplifying the complex.

- **User-Centered Experiences:** Design user-centered experiences for the task management of a smart farming platform, focusing on simplifying complex workflows and making data accessible to non-tech users.
- **Data Clarity:** Address data clarity challenges by organizing high volumes of daily incoming agro-industrial data into usable interfaces, specifically tailored for operational users with low digital literacy.
- **Stakeholder Feedback:** Incorporate stakeholder feedback into the design process to balance business goals with operational needs, ensuring the product remains scalable and relevant.
- **Engineering Collaboration:** Coordinate with engineering teams to ensure technical feasibility while maintaining design integrity and system performance.
- **Wireframes & Prototypes:** Develop wireframes and prototypes in Figma, transforming intricate agricultural processes into intuitive, step-by-step user flows.

User Research · Figma (Software) · Usability Testing

[PORTFOLIO](#)

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**Content Manager (AgriTech Industry)** Jan 2022 – Apr 2024

## Learning the user's voice · Content & marketing

The start of my journey at Jereeb: learning the user's voice.

- **Multi-Channel Content:** Manage and create multi-channel content across the website and social media, focusing on making smart agriculture technologies accessible and engaging for the farming community.
- **SEO & Marketing Content:** Produce SEO-driven articles and marketing copy along with educational visuals and motion graphics to simplify complex technical topics for diverse audiences.
- **Content Strategy from User Insights:** Shape content strategy through user insights by working closely with support and product teams to identify and fill information gaps and address user pain points.
- **Messaging & Brand Alignment:** Align messaging with business goals through constant collaboration with stakeholders, ensuring brand consistency and relevance across all digital platforms.
- **Bridging Technical & User:** Bridge the gap between technical data and user understanding by translating high-tech agricultural concepts into clear, actionable, and targeted content.

Social Media Content Creation · Content Marketing · Copywriting

[PORTFOLIO](#)

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## Earlier experiences

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**Content Specialist and Graphic Designer (IT Services)** Tabiat Zنده Laboratories Jul 2020 – Jan 2022

- **Visualizing Organizational Processes:** Transformed complex internal workflows and IT procedures into easy-to-understand motion graphics and visual guides.
- **Educational Content Production:** Developed instructional multimedia content to train employees on IT systems and organizational standards, reducing the learning curve across the company.
- **IT-Focused Storytelling:** Created targeted content that bridged the gap between technical IT requirements and non-technical staff through engaging visual narratives.

Motion Graphics · Graphic Design · Creative Writing

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**Content Specialist and Graphic Designer (IT Services)** Lenava Engineering Group Jul 2020 – Jan 2022

- **Site Architecture & Content Planning:** Defined the website's structure and information hierarchy to optimize user experience and navigation.
- **Visual & Written Production:** Created comprehensive written and graphic assets for the website and social media to ensure brand consistency.
- **Educational Motion Design:** Developed motion graphics to simplify technical concepts and enhance user learning through visual storytelling.
- **Social Media Execution:** Handled end-to-end content production for social platforms, aligning digital presence with business objectives.

Creative Content Creation · Graphic Design · Motion Graphics · WordPress

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## Content Creator and Graphic Designer (Data Center & Infrastructure) SabadIT 2019 – 2020

- **Technical Content Localization:** Translated and adapted professional IT articles, news, and product documentation from primary sources (Cisco, HPE, IBM) for the local market.
- **Product Data Entry & Management:** Curated and translated detailed technical specifications for data center equipment, ensuring accurate representation in the website's product database.
- **Technical Blog & News Curation:** Managed the translation and publication of industry news and technical blogs to keep the platform updated with global data center trends.
- **SEO & Readability Enhancement:** Refined translated content to ensure it was SEO-friendly and followed local professional reading standards without losing technical precision.
- **Product Visual Preparation:** Prepared and edited product photos and website banners to accompany the technical specifications and blog posts.

Translation · Graphic Design · Search Engine Optimization (SEO) · Web Content Writing

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Translation · Web Content Creation · Search Engine Optimization (SEO)

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**English Teacher** Safir Language Academy 2018 – 2019

- **Gamified Learning Experience:** Designed and implemented interactive educational games to make language acquisition enjoyable and effective for children.
- **Creative Lesson Planning:** Developed engaging lesson plans that combined visual aids and storytelling to enhance student participation and retention.
- **Interactive Knowledge Transfer:** Focused on simplifying language concepts through play and creative activities, ensuring a supportive and high-energy learning environment.
- **Adaptability & Communication:** Tailored teaching methods to meet the unique learning styles of each child, fostering a positive and inclusive classroom atmosphere.

English Teaching · Working with Children · Language Teaching

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## EDUCATION

# Academic background.



**Master of Science (MS), Physics** 2018 – 2021

**Iran University of Science and Technology**

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**Bachelor of Science (BS), Physics** 2014 – 2018

**Iran University of Science and Technology**

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**High School Diploma, Mathematics** 2010 – 2014

**National Organization for Development of Exceptional Talents (Sampad)**

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CERTIFICATIONS

# Licenses & certifications.



**Artificial Intelligence Micro-Certification (AIC)™**

Product School Aug 2025

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**Introduction to HTML**

Frontend Masters Jun 2025

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**Super Certified**

Pendo.io Apr 2025

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**AI for Product Management**

Pendo.io Apr 2025

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**User Experience Design Fundamentals**

IBM Mar 2025

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**Product Analytics Certification**

Pendo.io Mar 2025

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**Product Management Basics Certification**

Pendo.io Feb 2025

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**Product Design**

INVERSE School May 2024 [Neobank Mobile Application Design](#)

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**After Effects**

Tehran Technical College (ICT) Jan 2021

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**Teacher Training Courses**

Safir Language Academy Mar 2017

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## LANGUAGES

**Persian** Native or bilingual proficiency | **English** Professional working proficiency | **French** Limited working proficiency

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