ERFAN KOOSHESH

Product Designer · Creative Technologist · AI Product Builder

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SUMMARY

Product designer and creative technologist with 16+ years across UI/UX, visual design, front-end development, and AI tooling. Designs and ships products end to end, from user flows and design systems to working code, including a complete subscription purchase flow for Gatherly (pricing, paywall, trial checkout, auto-renewal consent, and plan management). At **Disney**, supports VP/SVP/EVP stakeholders, works in Agile teams with product owners and QA, and drives ideation with original concepts, using AI to speed up rapid prototyping and synthesis. Focused on desktop-first internal tools that simplify complex workflows for events, press, and communications teams.

Film and TV content creator behind **@ERFESH** (260K+ followers across platforms), regularly invited to premieres, press screenings, and events by major studios and streamers.

EXPERIENCE

Technology Specialist, Visual Communications

The Walt Disney Company — Burbank, CA *Sep 2024 – Present*

- Design and develop UI/UX for internal products within Disney's established design system and component library, including the photo management system and the event registration platform: user flows, interaction patterns, layout, and front-end implementation. Work in Agile sprints with product owners and QA (planning, standups, reviews, retrospectives), with requirements tracked as tickets.
- Independently identified, scoped, and built six internal tools, several of them AI-powered, for the Disney Entertainment Television Strategic Communications team, each carried from concept to daily team use: Podcast Monitor (runs locally on Ollama with no API costs, with an optional AI API mode: automatic transcription, summaries, and same-day report distribution), EventIQ (transforms raw RSVP and attendance spreadsheets into polished, executive-ready event reports in under a minute, anonymizing personal data on upload), Hallway Reel (a cinematic vertical media generator for the floor's office displays), a badge-scanning check-in system, the Press Site Exporter, and an image collage builder.
- Lead each tool from problem to finished product: define the need, design the flows, interface, and logic, and use AI to turn designs into working prototypes faster. Explored multiple directions through 100+ iterations of Podcast Monitor and 40+ revisions of the Press Site Exporter, rigorously testing every feature and use case before shipping.
- Part of the content management team for detpress.com, the Disney Entertainment Television press site, working closely with publicists and designing creative assets for the site; also supported d23press.com across three consecutive D23 Expos.
- Supported 60+ internal and external events this year with creative assets, signage, screening pre-show videos for theater screens, and presentation loops for office displays, including in-person support for the Photo Team and the DET press site at the Emmys, the Oscars, D23 (processing 100,000+ images), and The Scene event series, working closely with vendors across projects, products, and events.
- Work on CS-Link, the team's own AWS-hosted event platform, which the team actively uses to build and manage events, distributions, and guest lists, check in guests on site, and report on each event.
- Continue to design and build registration forms, splash pages, RSVP systems, and surveys (HTML, CSS, JavaScript, PHP), and make front-end and back-end changes to event systems for event-specific needs, handling guest lists with strict confidentiality.
- Presented "**AI in Action**" at **HR's Mic'd Up** speaker series: demoed EventIQ, showed how it replaced hours of manual post-event reporting, and encouraged colleagues to build their own AI tools for everyday work.

Founder & Product Designer, Gatherly

Independent product (gatherly.vip) *May 2026 – Present*

- Designed, built, and run a social planning platform solo: shared availability calendar, activity voting, plans with RSVPs and itineraries, and notifications with editable email templates, on a React front end and PHP API.
- Designed a complete subscription purchase flow: three-tier pricing with yearly savings, a paywall at the moment of need, trial checkout with promo codes and failed-payment recovery, prorated plan changes, and a retention-first cancel flow.
- Designed the flow around billing and consumer-protection rules: a plain-language auto-renewal disclosure with required consent, a reminder before the trial converts, and cancellation that is as easy as signing up.
- Documented the Grove design system in code and in Figma: light and dark color variables, type and shadow styles, and components with variants; every screen checked at phone and desktop sizes in light and dark mode.

Technology Coordinator, Visual Communications

The Walt Disney Company — Burbank, CA *Mar 2022 – Sep 2024*

- Designed and built registration forms, splash pages, RSVP systems, and surveys (HTML, CSS, JavaScript, PHP) for corporate communications and Disney General Entertainment Content.
- Contributed UI/UX design across registration and event-system interfaces: wireframes, interaction patterns, and visual layout for executive-facing workflows.

Freelance Web & Graphic Designer

Self-employed — Los Angeles, CA *Jan 2019 – Mar 2022*

- Designed, developed, and managed websites and e-commerce storefronts across fashion, retail, and entertainment clients, including full purchase flows — cart, checkout, payment, and post-purchase confirmation — with focus on UI/UX, responsiveness, and conversion.
- Built complete visual identity systems: logos, typography, color, brand guidelines, marketing materials, packaging, and signage.

Earlier roles

T-Mobile · Seffavi Fashion Studio · California Web Solutions · Kaghaz Kahi Design · Jam Advertising *2010 – 2022*

- Customer-facing sales and support at T-Mobile (helping customers choose phones, plans, and devices); signage, retail displays, and large-format graphics (Jam Advertising); full print production for books, posters, and banners, including press-ready files and CMYK color management (Kaghaz Kahi Design); web development on WordPress, Shopify, and Magento.

SELECTED PRODUCTS

- **AI products: Lumio** (AI illustration and video studio, 4K output, 15+ styles) · **Viral Content Studio** (article-to-video) · **The Giftings** (AI gift matching, thegiftings.com; designed from user interviews, personas, journey mapping, wireframes, and a design token system) · **Podcast Monitor** · **EventIQ** · **Shortlist** (job matching with honest fit scoring, tracker and plans) · **Aperture** (mood-based streaming home screen for TV, web and phone); live demos and case studies at **erfesh.com**

CREATOR PRACTICE

@ERFESH: Film and TV recommendations with 260K+ followers across Instagram, TikTok, Facebook, X, and YouTube. 5+ years of consistent publishing in short-form video and carousels, with close, daily knowledge of how streaming audiences discover, compare, and choose what to watch.

SKILLS

Product & UX Design: user flows, purchase and subscription funnels, wireframing, rapid prototyping, interaction design, design systems, responsive and large-screen design, visual design, motion, art direction, print production

Engineering & Web: HTML, CSS, JavaScript, React, PHP, Python, WordPress, REST APIs, Git/GitHub, e-commerce

AI in Design: AI-assisted prototyping (Claude, Claude Code), generative imagery and video, research and feedback synthesis, local LLMs (Ollama), Gemini API, prompt engineering, custom GPTs, automated reporting and content workflows

Tools: Figma (variables, components, variants), Photoshop, Bridge, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Cinema 4D

Operations: Executive communication support (VP/SVP/EVP), Agile/Scrum (sprint planning, standups, sprint reviews, retrospectives), product-owner requirements and QA handoff, vendor and client coordination, event production support, multi-project management, confidentiality with sensitive data

Project & Collaboration: Jira, Confluence, Asana, Monday, Trello, Smartsheet, Airtable, Notion, ServiceNow, Salesforce, Podio, Slack

EDUCATION

B.A., Visual Communications — BASU University

A.A., Graphic Design — CTA Applied Science University

SELECTED CERTIFICATIONS

AI & Automation: Claude 101 · Claude Code in Action · AI Fluency: Framework and Foundations · Building with the Claude API · Custom GPTs · AI Foundations: LLMs and Machine Learning · Microsoft Copilot Pro

UX & Design: Foundations of UX Design · UX Design Series (1–7): Research, Personas, Ideation, Prototyping, Implementation · UX Foundations: Interaction Design · Figma Essential Training · Design Thinking

Anthropic, Google, GitLab, LinkedIn Learning. Full list of 80+ credentials at linkedin.com/in/erfesh.