

# Maedeh Mosayebi

Product Designer

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## ABOUT ME

A creative Product Designer with over 6 years of experience in UI and UX design and problem-solving, including designing solutions for C2C, B2C, and B2Bs. Made complex tasks simple, accessible, and beautiful for millions of users through human-centered design.

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## WORK EXPERIENCE

### *Product designer*

06 / 2020 - PRESENT

[Taaghche](#): A bookshop and book reader

- Working with **cross-functional** teams in a **Scrum** structure with product managers, researchers, UX writers, and engineers, to execute impactful product experience in each **KPIs** and **OKRs**.
- Lead multiple projects for design from strategy to launch and devised new operational processes that increased productivity.
- Conducted more than 30 **surveys**, 40 **usability tests**, heuristic evaluations, and benchmarking analyses and presented findings and design recommendations.
- Designed desktop and mobile **websites**, **iOS**, **Android**, and **windows** applications.
- Designed a new business line that increase the financial bottom line to 120%.

### *Product designer*

03 / 2018 - 06 / 2020

[Shetab](#): Pre-employment tests platform

- Lead the design for wholly new experiences and improvements existing and making new experiences while planning and defining strategies and solutions for +1M users.
- Quickly iterate on multiple **interactive design** solutions and work through details and engage directly with users to test design solutions.
- Analyzing 20,000 data points and 54 survey responses to design pre-employment tests.
- Taking more than 50 usability tests, 8 **card-sorting**, 12 **A/B testing**, and leveraging the results and analysis to make better design decisions.
- Actively participate in product planning with the product leads.
- Create a standard Design System with rules and principles, color palette, **typography**, and **icons**.

## Product designer

05 / 2016 - 01 / 2018

*Dehkadeh NoAvari: CPE Manufacturer*

- Designing a user-friendly dashboard led to a 35% increase in revenue.
- Laying out a vision around how the consumer product scales to a future with multiple lines of business and fulfillment types.
- Designed the box of the NJM modem/router, **brochures**, and **posters**.
- Working on **SaaS** Product and Android and iOS, desktop, and web dashboards for managing the Modem/Router.

## BackEnd Developer

02 / 2016 - 05 / 2016

*[Kasra](#): Online attendance system for companies*

- Utilizing Node.js, Socket.io, and Angular for website architecture and real-time update technology.

## FrontEnd Developer

02 / 2015 - 11 / 2015

*[CPOL](#): Ordering/Logistics platform*

- Designed dynamic and multi-browser pages using HTML5, CSS3, Bootstrap, JQuery, Angular JS.

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## ADDITIONAL SKILLS

### ❖ Design:

- Illustration
- UI graphics
- Strategy & Vision presentations
- User flows
- Concept sketches
- Wireframes and Mockups
- Motion design (SVG & AfterEffects)
- Style guides and pattern library
- Prototyping

### ❖ Research:

- Data analysis
- Persona hypothesis
- Task analysis
- Usability testing
- A/B Testing
- Contextual inquiry
- Information-architecture
- Comparative analysis

### ❖ Tools:

- Adobe XD
- Adobe Illustrator
- Adobe After Effect
- Figma
- Sketch
- Zeplin
- HTML / CSS / JS

### ❖ Soft:

- Self Starter
- Detail-oriented
- Flexible
- Communicative
- Independence
- Teamwork
- Organized

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## EDUCATION

University of Isfahan

**Bachelor of Computer Engineering**

2017

*Iran, Isfahan*

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## LANGUAGES

Persian: **Fluent** | English: **B2**