

# Maedeh Mosayebi

A creative **Product Designer** with over six years of experience in product design and problem-solving including C2C, B2C, and B2Bs. Made complex jobs simple, accessible, and beautiful for millions of users through human-centered design.

Iran, Tehran

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## EXPERIENCE

### Taaghche — *Product designer*

06 / 2020 - PRESENT

Work with cross-functional teams in Scrum structure including product managers, researchers, UX writers, and engineers, to envision and execute impactful product experience in each KPIs under the rule of Experience Designer and UI (user interface) Designer.

Lead multiple projects for design from strategy to launch, ensuring we are shipping meaningful and quality experiences.

Conducted usability tests, heuristic evaluations, and benchmarking analyses on apps and refrigeration products and presented findings and design recommendations.

### Shetab — *Product designer*

03 / 2018 - 06 / 2020

Lead the design for wholly new experiences and improvements of existing experiences while planning and defining strategy for the direction of future iterations.

Quickly iterate on multiple interactive design solutions and work through details and engage directly with users to test design solutions.

### Dehkadeh NoAvari — *Product designer*

05 / 2016 - 01 / 2018

Audit the system's current state, including people, platforms, processes, interfaces, and touchpoints, to identify needs, gaps, and impacts.

Review product releases qualitatively and through data, pre and post-launch, to ensure high-quality experiences reach millions of Taaghche users.

### Kasra — *BackEnd Developer*

02 / 2016 - 05 / 2016

Database programming using MySQL and utilized Node.js, Socket.io, and Angular for scalable website architecture and real-time technology.

### Cpol — *FrontEnd Developer*

02 / 2015 - 11 / 2015

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

## SKILLS

### Design:

Persona,  
Storyboarding,  
Wireframing,  
Prototyping

### Research:

Interview,  
Contextual inquiry,  
Info-architecture,  
User Tests,  
Comparative analysis,  
Analysis Survey

### Tools:

Adobe XD,  
Adobe Illustrator,  
Figma,  
Zeplin

### Development:

HTML / CSS  
JavaScript  
Query

## EDUCATION

Bachelor of Computer  
Engineering  
University of Isfahan

## LANGUAGES

Persian  
English