

Mohammad Tavakkoli

(UI/UX Designer | Product Designer)

Phone number: +351 915 725 639

Email: afshin344@gmail.com

Linked In: www.linkedin.com/in/afshin344/

Portfolio: <https://www.afshix.com/>

Summary

I am a UI/UX designer with over 7 years of experience in various digital platforms, including responsive web pages, native apps, PWAs, and design systems. As an expert in collaborating with startup teams, I have successfully implemented UI/UX strategies that delivered improved user experiences for several projects across various industries through streamlined workflows and effective processes.

Professional Experience

1. [Giftpals.com](https://www.giftpals.com), **United States** | Dec 2022 – Nov 2024 (2 years)
 - Designed the interaction and user experience for a gifting and affiliate marketing website. Focused on creating a visually appealing and intuitive design to help users easily find and purchase gifts while exploring revenue opportunities. Optimized processes reduced usability testing errors to under 10%. Prototyped in Figma and collaborated closely with developers to streamline and improve implementation.
2. [Motorproz.co.uk](https://www.motorproz.co.uk), **United Kingdom** | Sep 2023 – Feb 2024 (6 months)
 - Led the design of an MVP website for a platform focused on buying and selling pre-owned cars, as the initial milestone of a larger project. Simplified processes for diverse user groups while ensuring a visually appealing interface and compliance with legal guidelines. The final product met all client requirements and expectations.
3. [Houmify.com](https://www.houmify.com), **United States** | Jan 2021 – Oct 2022 (1 year and 10 months)
 - Designed a digital solution to help users find real estate agents and connect with property owners, creating a competitive marketplace. Despite the absence of property listings (as per client requirements) and the need to align with pre-existing platform designs, redesigned processes and improved user flows. Developed a prototype that integrated backend and database requirements, ensuring smooth frontend redevelopment with minimal issues.
4. **Rayan Kavesh Hirkan, Iran** | Feb 2020 – Jan 2021 (1 year)
 - Served as both UI/UX and Product Designer for an application focused on municipal waste collection and recycling, designing two distinct Android apps for staff and users. Ensured a seamless user experience while coordinating closely with front-end developers.
 - Designed a comprehensive software solution for delivering medical equipment and services to homes via separate mobile apps for users and staff. Focused on user-centered design and optimal user experience while leading key aspects of the project to ensure successful execution.

5. **Post Bank of Iran, Iran | Oct 2009 – Jan 2020 (10 years and 3 months)**
 - Began my career as a UX Designer, leveraging prior experience with bank representative offices to analyze and refine processes for improved user and customer experiences. As a UX consultant for two years, implemented changes that led to a 60% increase in satisfaction among agents and clients, as reflected in survey results, earning commendation from senior bank managers
 - Branch boss and head of bank representative offices for 8 years
6. **Farniroo Sharq company, Iran | Mar 2004 – Feb 2009 (5 years)**
 - Macromedia Flash Senior Designer and Computer technical expert (Part-time)

Skills and technical Proficiencies

- User- Centered Design • User Research • Design system • Wireframing • Prototyping
- Mobile App Design • Responsive web design • Figma & FigJam • Adobe XD • Marvel App
- Adobe Illustrator and Adobe Photoshop (familiar) • Balsamiq Wireframes • Logo Design

Language

- **English** (Fluent)
- **Persian** (native)

Education

- Associate's Degree in Computer Science (Software Engineering)
- Bachelor's Degree in Computer Science (Hardware Engineering)

Professional Training and Certificates

- 2 Profesional Certificates UX/UI Design (**Faculty of Entrepreneurship, University of Tehran**)
- 3 Profesional Certificates of UX/UI Design (**Google**)
- 10 Profesional Certificates of UX/UI Design (**Interaction Design Foundation - IDF**)
- User Creative Thinking (**Imperial College London**)
- 2 Profesional Courses of Adobe Tools (**Iran Technical & Vocational Training Organization**)

Additional Experience & Achievements

- Teaching graphic applications as a web-pages-design tool at Tehran Institute of Technology
- [Utilization of new technologies to improve the UX and Accessibility](#)
- [Second place in the U.S. Endourological Society Logo Design Contest](#)