



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)
 - Conceptualizing the interaction design and experience for a website facilitating gifting and affiliate marketing. As a generalist, I was responsible for creating a visually appealing yet clear design to guide users in finding and purchasing the perfect gift while also offering them opportunities for revenue generation in this field. Proper process design resulted in reducing errors during usability testing to less than 10%. By prototyping this concept on Figma and closely collaborating with the development team, I helped accelerate and enhance the implementation process.
2. [Motorproz.co.uk](https://www.motorproz.co.uk), **United Kingdom** | Sep 2023 – Feb 2024 (6 months)
 - This was the first milestone of a large project aimed at designing a platform for buying and selling pre-owned cars, which was launched as an MVP in the form of a website. Simplifying processes for all user types while maintaining a visually appealing interface and adhering to legal limitations and guidelines added to the complexity of the project. However, the final product successfully met all the parameters and requirements set by the client.
3. [Houmify.com](https://www.houmify.com), **United States** | Jan 2021 – Oct 2022 (1 year and 10 months)
 - In this project, the goal was to solve users' problems in finding a real estate agent through a digital solution. The platform allowed them to create a competitive marketplace while providing an easy way to connect with property owners. One of the challenges was that, due to the client's requirement, property listings were not included as a feature. Additionally, some parts of the platform were already comprehensively designed, so the new design had to be aligned with the existing structure. By redesigning certain processes and improving existing user flows, I created a prototype that accounted for backend and database requirements, ensuring minimal issues during the frontend redevelopment.

4. **Rayan Kavesh Hirkan, Iran | Feb 2020 – Jan 2021 (1 year)**

- A dual role of UI/UX designer and Product designer for an application catering to municipal waste collection and recycling. This encompassed the design of two distinct Android mobile apps (one tailored for staff and the other for users). This project involved several elements to ensure a seamless user experience while concurrently overseeing the work of front-end developers.
- A comprehensive software solution aimed at delivering medical equipment and services to homes via two mobile apps (the user version and the staff version). My role involved ensuring an optimal user experience and User-centered design through thoughtful design while also Leading the various aspects of the project to guarantee its successful execution.

5. **Post Bank of Iran, Iran | Oct 2009 – Jan 2020 (10 years and 3 months)**

- This period marked the beginning of my career as a UX Designer. My prior experience working with bank representative offices enabled me to define and analyze the processes. This enabled me to implement changes that focused on improving the user and customer experience. During the two years I worked as a UX consultant, based on the Survey results, I contributed to a 60% increase in satisfaction among agents, and clients, which earned me a commendation from the senior managers of the bank.
- 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)

Additional Experience

- Teaching graphic applications as a web-pages-design tool at Tehran Institute of Technology

Skills and technical Proficiencies

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

Language

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

Education

- **Associate's Degree in Computer Science (Software Engineering)**
Khayyam University - Mashhad - Iran
- **Bachelor's Degree in Computer Science (Hardware Engineering)**
University of Shomal - Amol - Iran

Professional Training and Certificates

1. **Faculty of Entrepreneurship, University of Tehran**
 - User Experience Design (UX)
 - User Interface Design (UI)
 - Financial Intelligence
2. **Google (online courses on Coursera.com)**
 - Foundations of User Experience (UX) Design
 - UX Design process: Empathize, Define, and Ideate!
 - Build Wireframes and Low-Fidelity Prototypes
3. **Interaction Design Foundation (IDF)**
 - Design for the 21st Century with Don Norman
 - Accessibility: How to Design for All
 - Gamification - Creating Addictive User Experiences
 - Human-Computer Interaction (HCI)
 - UI Design Patterns for Successful Software
 - UX Management: Strategy and Tactics
 - User Research - Methods and Best Practices
 - Psychology of E-commerce
 - Mobile User Experience Design
 - Web Design for Usability
4. **Imperial College London**
 - User Creative Thinking: Techniques for Success
5. **Iran Technical & Vocational Training Organization**
 - Adobe Photoshop CS
 - Adobe Illustrators CC
 - General pedagogical methods

Achievements

- [Utilization of new technologies to improve the UX and Accessibility](#)
- [Second place in the U.S. Endourological Society Logo Design Contest](#)