Mohammad Tavakkoli

(UI/UX Designer | Product Designer)

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Summary

My journey in UI/UX began seven years ago. I've had the opportunity to design across various domains and platforms — from consulting to product design.
My projects have included responsive websites, mobile apps, PWAs, and SaaS-based web applications for both B2C and enterprise users. Over the years, I've gained solid experience working with both startups as well as corporate teams. I've learned how to design intuitive digital products that solve real problems, improve workflows, and create smooth user experiences, while also helping businesses grow and reach their goals.

Professional Experience

1. Proguide.app**, United States |** Product Designer | Dec 2024 – Jun 2025 (6 months)

    This MVP was part of a research-based project carried out under the academic supervision of a team of urologic oncology specialists from the University of Miami.
    The team aimed to raise public awareness around prostate cancer in order to improve patient engagement and enhance the efficiency of the medical staff at the center. In parallel, they intended to gather field-level insights by monitoring user behavior on the platform.
    After reviewing patient and physician scenarios, we designed a set of simple yet effective tools to make personalized and categorized health information easily accessible for each user.
    Working closely with the development team, I ensured accurate implementation of the UI and user flows to support a smooth and correct experience across all core processes.
    According to the medical team's estimates, this product can increase patient awareness by over 50%, and improve both the efficiency and the outcome speed of clinic visits by up to 30% in quality.

2. Giftpals.com**, United States |** UX/UI Designer | Dec 2022 – Nov 2024 (2 years)

    This project involved designing a gift discovery website launched as a SaaS platform, based on the founder's deep market insights. My main challenge was to create tools and user flows that would help users find a personalized gift for different occasions, tailored to parameters such as profession, gender, age group, interests, and more.
    We aimed to offer features that not only aligned with users' mental models—reflecting familiar patterns from retail environments—but also supported monetization through affiliate marketing.
    By combining engaging interface design with intuitive UX patterns commonly found in social platforms, I created an experience that allowed users to discover and share products in a fun and meaningful way. This led to increased user engagement, community-driven content, and overall business growth.
    Following a usability audit and redesign, I successfully reduced usability testing errors by 80%.

3. **MotorProz, United Kingdom |** UX/UI Designer | Sep 2023 – Feb 2024 (6 months)
   Design of a website 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.

4. Houmify.com**, United States** | UX/UI Designer | 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. Need to align with pre-existing platform designs, redesigned processes, and improved user flows. Developed a prototype that integrated backend and database requirements.

5. **Rayan Kavesh Hirkan, Iran |** Product Designer | 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.

6. **Post Bank of Iran, Iran |** UX consultant | Oct 2018 – Feb 2020 (1 years and 5 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.

Skills and technical Proficiencies

● User-Centered Design   ● Design Thinking   ● User Research   ● User flow   ● Usability Test

● Wireframing   ● Prototyping   ● Design system   ● Style Guides & UI Kit   ● Mobile App Design

● Responsive & Adaptive design   ● A/B Test   ● Figma & FigJam   ● Adobe XD   ● Marvel App

● Adobe Photoshop   ● Balsamiq Wireframes   ● Google Analytics   ● Jira   ● Logo Design

Language

● **English** (Fluent)   ● **Persian** (native)   ● **Portuguese** (Basic)

Education and Certificates

- Bachelor's Degree in Computer Science
- 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)**