



Afshin Tavakkoli

(UI/UX Designer)

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Summary

A UI/UX designer with over 6 years of experience in various digital platforms including responsive Web pages, Native apps, PWA, and Design systems. Expert at collaborating with startup teams in implementing UI/UX design strategies to deliver experience design and improvement for more than 6 projects in several industries through streamlined processes and optimized workflows.

Skills and technical Proficiencies

1. User experience

- User-centric Design
- Mobile App Design
- Responsive web design
- Wireframing
- Prototyping
- Usability testing
- User Research
- Accessibility
- Gamification
- Scrum Framework

2. User interface tools

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Balsamiq Wireframes
- Zeplin
- Marvel
- Familiar with (Html, CSS, Bootstrap)
- Logo Design (Typograph)

Professional Experience

1. Motoproz, United Kingdom

UI / UX Designer

09/2023 – 02/2024

- A web-based platform designed for effortless pricing, buying, and selling pre-owned cars. This mobile-first website is set to evolve into either a Progressive Web App (PWA) or a native application. The product led the business to a 40% improvement.

<https://motorproz.co.uk/>

2. Houmify, United States

UI / UX Designer

01/2021 – 09/2023

- Designing the user experience also user interface and coordinating for a team dedicated to the redesign of a website focused on connecting users with real estate agents.

<https://houmify.com/>

3. **Giftpals, United States** 01/2021 – 09/2023
UI / UX Designer
- Key role in conceptualizing the interaction design and experience for a website dedicated to facilitating the buying and selling of gift items. I was responsible for creating a visually engaging and intuitive design that seamlessly guided users through the process of selecting and exchanging goods intended for gifting purposes. After usability testing, it was found that this design improved user accessibility to results by up to 60%.
<https://giftingpals.com/>
4. **Rayan Kavesh Hirkan, Iran** 02/2020 – 01/2021
UI / UX Designer
- A dual role of UI/UX Designer and Project Manager 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** 10/2009 – 01/2020
UX Consultant
- Head of bank representative offices for 8 years
 - The UX consultant for the last two years to improve the bank counter processes and also ideation and design of communication software bridging cellphones and personal computers, ensuring a secure data transfer experience. My focus included crafting an intuitive interface for effortless interaction.
6. **Farniroo Sharq company, Iran** 03/2004 – 02/2009
Graphic designer
- 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

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

Language

- **English** | Conversational
- **Persian** | Native

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](#)

Web sample 1

Sample web pages designed for the Giftpals affiliate marketing service.



The screenshot shows the main landing page of the Giftpals website. At the top, there's a search bar and a navigation menu. Below the header, a large "OCCASIONS" section features a banner for "HALLOWEEN" with three jack-o'-lanterns. A search bar below the banner says "Pick the occasion, we'll find the gift!". Below this, there are sections for "Family & Relatives", "Work & Occupations", and "Events & Public Occasions", each with a grid of gift ideas. A "Do you know?" section at the bottom left contains a snippet of text about gift-giving. At the very bottom, there's a footer with social media links and a "Contact Us" section.

This screenshot shows a different section of the Giftpals website. It features a "CATEGORIES" section with icons for Apparel, Sport, Beauty, Book, Art, Consumer Electronics, and Automotive. Below this is a "Base on your browsing" section with a grid of gift items. Further down, there's a "Best shop for Teachers" section with a grid of teacher-related products. At the bottom, there's a "Best Lists for Teachers" section with circular thumbnails for various teacher gift categories. The footer is identical to the one on the first page.

Web sample 2

A sample of static web pages, including a landing page, a blog, and an AI-based user interface for Houmify.



The screenshot shows the homepage of Realiff.com. At the top, there's a navigation bar with links for 'Super', 'Seller', 'Buyer', 'List', 'Agent', 'Business', and a search bar. Below the header, there's a large banner with a house icon and the text: 'Work with rebate real estate agents and receive a rebate up to 2% of your purchase price'. It also says 'Check how much extra you can receive when buying with a rebate agent.' Below this, there's a search bar with placeholder text 'Type your address' and a 'Realtor®' button. To the right of the search bar is a photo of a white, modern-style house with a palm tree. Underneath the banner, there are several sections: 'Get consulting from Realtiff', 'Living to buy property', 'Needs of homeowners', 'Agents business', and 'Get the best loan'. In the center, there's a large image of a woman looking at a screen with a house icon on it, labeled 'REALIFF.COM'. To the left of this image are three service icons: a phone for 'The first service', a shield for 'The Second service', and a checkmark for 'The third service'. To the right are four more service icons: a house for 'The fourth service', a gear for 'The fifth service', a dollar sign for 'The Sixth service', and a magnifying glass for 'The seventh service'. Below these are two more service icons: a gear for 'The eighth service' and a house for 'The ninth service'. Further down, there's a 'Resources' section with three cards: 'Contracts' (showing a man handing over a document), 'Loan Rates' (showing a hand holding a smartphone displaying a graph), and 'Refinance' (showing a small model house). At the bottom, there's a 'FAQ (Buyers)' section with three questions and a 'Show more questions...' link. To the right of this is a 'Location Base Agent Finder' map with several location pins. The footer features social media icons for LinkedIn, WordPress, VISA, W, NSS, YouTube, and Instagram. There are also links for 'Contact Us', 'Terms', 'Privacy Policy', 'Refund Policy', 'Agent Profile', 'Business', 'Referrals', 'About Us', 'Social Media', 'Series No.', 'Series One', 'Series Two', 'Series Three', 'Series Four', and 'Series Five'. A copyright notice at the bottom right reads '© 2021 Copyright realiff.com'.

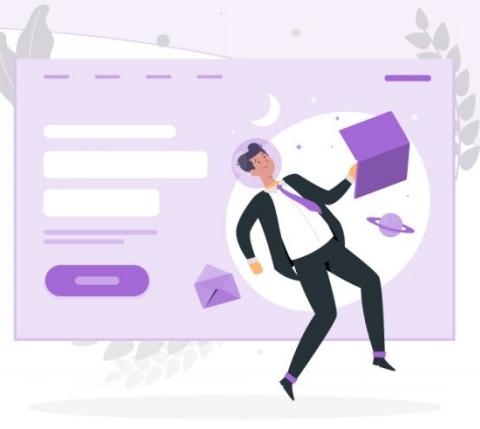
The screenshot shows the REEFIT Solutions & Suggestions feature. At the top, there's a search bar and a sign-in button for "Sign In". Below the search bar, a green header bar says "Get REEFIT Solutions and suggestions, related to your answers". The main content area has three sections:

- The second question of user:** A list of questions from a user:
 - Where is your location?
 - How much is your budget?
 - What is your preferred language? (The agents with your preferred language will have higher priority)
- The third question of the user:** A list of questions from the user:
 - Uma ut tempor idio aqua sit voluptate huius. Lorem ipsum dolor sit amet consectetur?
- The first question of user:** A list of questions from the user:
 - Lorem ipsum dolor sit amet consectetur. Etiam et ligula donec nunc sagittis amet tellus. In auctor etiam euismod etiam et ligula donec nunc sagittis amet tellus. In auctor etiam euismod etiam et ligula donec nunc sagittis amet tellus. In auctor etiam euismod etiam et ligula donec nunc sagittis amet tellus. In auctor etiam euismod etiam et ligula donec nunc sagittis amet tellus.

Below these sections, there's a "Get a lead now" button, a "New York City" location filter, and a "User base" section showing a map with several location markers. To the right, there's a sidebar with a "Promotion Title" and a "Request for an agent match by REEFIT" button. The bottom of the page features a "Location Base Agent Finder" section with a map and contact information for various agents, along with social media links and a footer with copyright information.

Web sample 3

Dynamic page samples with minimalist design for Motoproze and responsive modal versions.



Motoproze

Sell your car like a pro! Receive a competitive offer in just 30 seconds

UK Enter Reg
Mileage
Value my car

Sell Your Car Just in 3 Steps!

- 1 Free car valuation
- 2 Gathering best offers
- 3 Collection

Once providing us your registration and mileage we will provide you with an instant value for your car.

Once we have your car details, we will present you with the best offers from our network and collect your car.

Once we have agreed on a price, a collection team will come and collect your car.

Latest Blogs

- Selling Cheap Underwear: The Importance of Quality Equipment for Motorists
- Selling Cheap Underwear: The Importance of Quality Equipment for Motorists
- Selling Cheap Underwear: The Importance of Quality Equipment for Motorists
- Selling Cheap Underwear: The Importance of Quality Equipment for Motorists

Sell your car like a pro!
Receive a competitive offer in just 30 seconds

Enter Reg Mileage Value my car

© 2023 Copyright Motoproze.com

Motoproze

UK GF57 XWH 89,100

Vehicle details
Your details
Your valuation

Valuation of your car: Ford Fiesta MK7

The valuation shown could vary. We aim to provide accurate valuation based on the condition and demand of your vehicle.

Excellent! ★★★★★

Estimated price: £8,500

Sell my car

I consent being contacted by a member of the team.

Latest Blogs

- Selling Cheap Underwear: The Importance of Quality Equipment for Motorists
- Selling Cheap Underwear: The Importance of Quality Equipment for Motorists
- Selling Cheap Underwear: The Importance of Quality Equipment for Motorists
- Selling Cheap Underwear: The Importance of Quality Equipment for Motorists

Sell your car like a pro!
Receive a competitive offer in just 30 seconds

Enter Reg Mileage Value my car

© 2023 Copyright Motoproze.com

Add home modal

1. Where is your desired location?

Buying a property Selling a property Get a loan Refinance Buying + loan

2. how much is your estimated budget?

States City Open the map!

3. Our suggestions and services according to your answers.

\$ 100,000 \$ 500,000 \$ 5,000,000

OK Cancel

Specialized questions

1. Where is your desired location?

Buying a property Selling a property
Get a loan Buying + loan
Refinance

2. how much is your estimated budget?

States City Open the map!

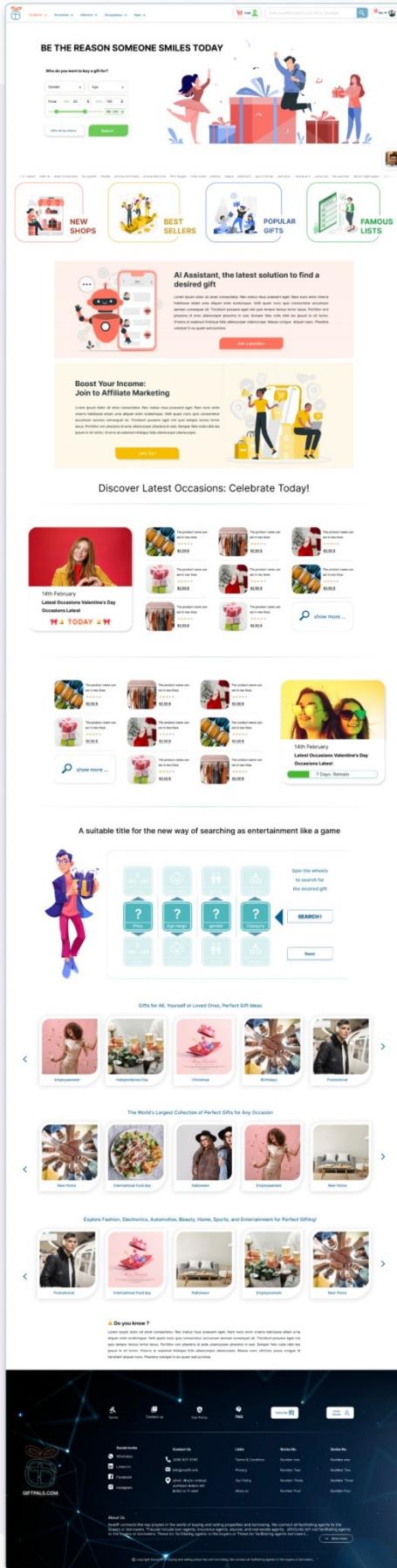
3. Our suggestions and services according to answers.

\$ 50,000 \$ 5,000,000

OK Cancel

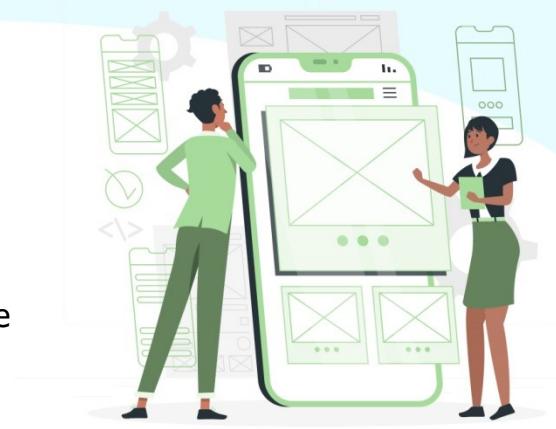
Web Sample 4

Complete responsive landing page samples with an online sales approach and a user signup invitation



Native mobile App

A sample design of a native mobile application in the field of cryptocurrency.



11:41 4G 80%

Stakingrewards

Staking: **10 ETH** Wallet: \$ 27,520

(! Your are in **B** level) Take a look, before Staking

Unit

300
200
100
0

Jan Mar May Jul Sep Nov

Performance Social Metrics Risk Price History

Custodial Staking Best option 😊

Risk 28% Read more ⓘ

Benefits 61% Read more ⓘ

Similar users 52% 13,792 P

The algorithm Dynamic

The Projects Default

Setting ⚙️ Select the staking option >

Clarification: Learn more about technical parameters

Liquid Staking Average option 😊

3 Options

Running the own validator Weak option 😞

2 Options

Home ⌛️ 🚀 💸

11:41 4G 80%

Stakingrewards

Staking: **10 ETH** Wallet: \$ 27,520

😊 Custodial Staking

Metrics Platform Statistics Chart

2018 2019 2020 2021 2022 2023

Coinbase ★★★★★ Min amount: 5 ETH | Min Time: 2 weeks

Kraken ★★★★★ Min amount: 5 ETH | Min Time: 4 days

Bitpanda ★★★★★ Min amount: 5 ETH | Min Time: 1 Month

Home ⌛️ 🚀 💸

Setting

Item 01 Item 02

Item 03

Item 04 Option 1 Option 2 Option 3 Option 4

Item 05

Cancel Save

PWA, Web App

A sample design of a PWA and web app for providing local urban service solutions.



11:41 ⌂ 80%

وضعیت درخواستهای جاری

روزهای آتی

امروز

شرکت: گرگان, خیابان ایرانمهر ...
جمعه ۱۴۰۲/۳/۲۶ - ۱۸:۰۰ تا ۲۲ شب
در انتظار اجرا

شرکت: گرگان, خیابان ایرانمهر ...
جمعه ۱۴۰۲/۳/۲۶ - ۱۸:۰۰ تا ۲۲ شب
در انتظار تایید

شرکت: گرگان, خیابان ایرانمهر ...
جمعه ۱۴۰۲/۳/۲۶ - ۱۸:۰۰ تا ۲۲ شب
انجام شده

شرکت: گرگان, خیابان ایرانمهر ...
جمعه ۱۴۰۲/۳/۲۶ - ۱۸:۰۰ تا ۲۲ شب
لفو شده

پیامها

بازار

پاکسی

فروش

لطفیات من

11:41 ⌂ 80%

فهرست خدمات و تخفیفات

موجودی کیف پول: ۴۲۵,۰۰۰ تومان

دریافت نقدی

خریده

هدایا

غذا

تاكسي

همه

دربافت کد تخفیف

۳,۰۰۰ تومان تخفیف خرید کالا
نام فروشگاه: افق کورش صیاد شیرازی
مبلغ مورد نیاز: ۱۰,۰۰۰ تومان

دربافت کد تخفیف

۳,۰۰۰ تومان تخفیف خرید کالا
نام فروشگاه: افق کورش صیاد شیرازی
مبلغ مورد نیاز: ۱۰,۰۰۰ تومان

دربافت کد تخفیف

۳,۰۰۰ تومان تخفیف خرید کالا
نام فروشگاه: افق کورش صیاد شیرازی
مبلغ مورد نیاز: ۱۰,۰۰۰ تومان

دربافت کد تخفیف

۳,۰۰۰ تومان تخفیف خرید کالا
نام فروشگاه: افق کورش صیاد شیرازی
مبلغ مورد نیاز: ۱۰,۰۰۰ تومان

دربافت کد تخفیف

دربافت کد تخفیف

پیامها

بازار

پاکسی

فروش

لطفیات من

11:41 ⌂ 80%

پاکسی راهی برای پاکسازی

طرح تعویض پسماند کاغذی با نوشت افزار

وضعیت تقاضاهای فروش من

خرید و تخفیف

فروش دوره ای

فروشن بیماند

سوابق خرید

قیمت ها

سوابق فروش

دربافت کد تخفیف

۳,۰۰۰ تومان تخفیف
فروشگاه افق کورش
مبلغ مورد نیاز ۱۰۰۰ تومان!

دربافت کد تخفیف

روز بین المللی هیرکانی

پاکسی برگزار میکند

چشم بزرگداشت روز بین المللی چنگلهای هیرکانی

همراه با قرعه کشی و جوايز ارزنده ۱۴۰۲/۳/۱۵

پاکسی برگزار میکند

چشم بزرگداشت روز بین المللی چنگلهای هیرکانی

همراه با قرعه کشی و جوايز ارزنده ۱۴۰۲/۳/۱۵

پیامها

بازار

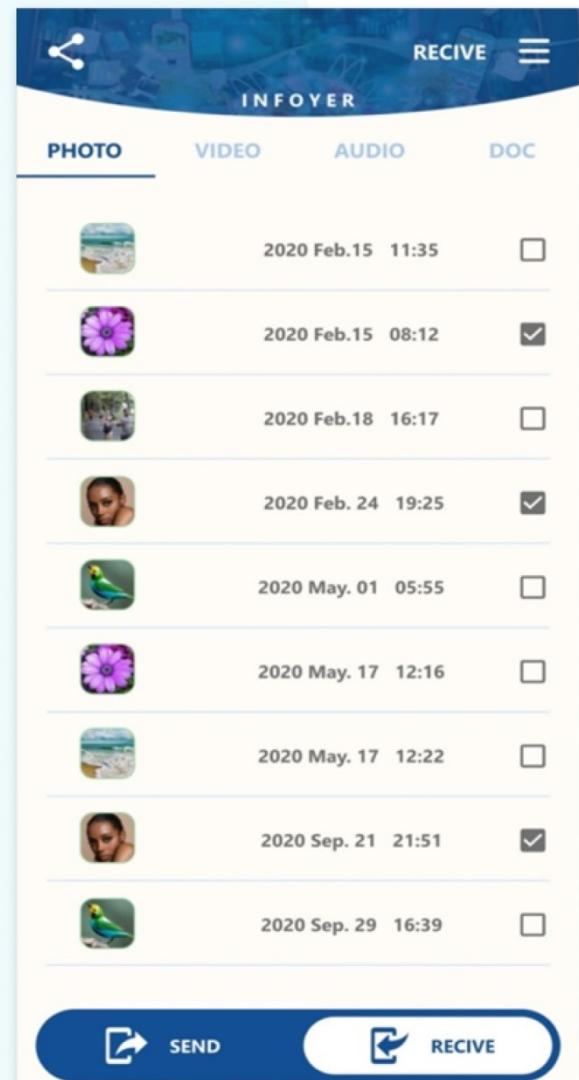
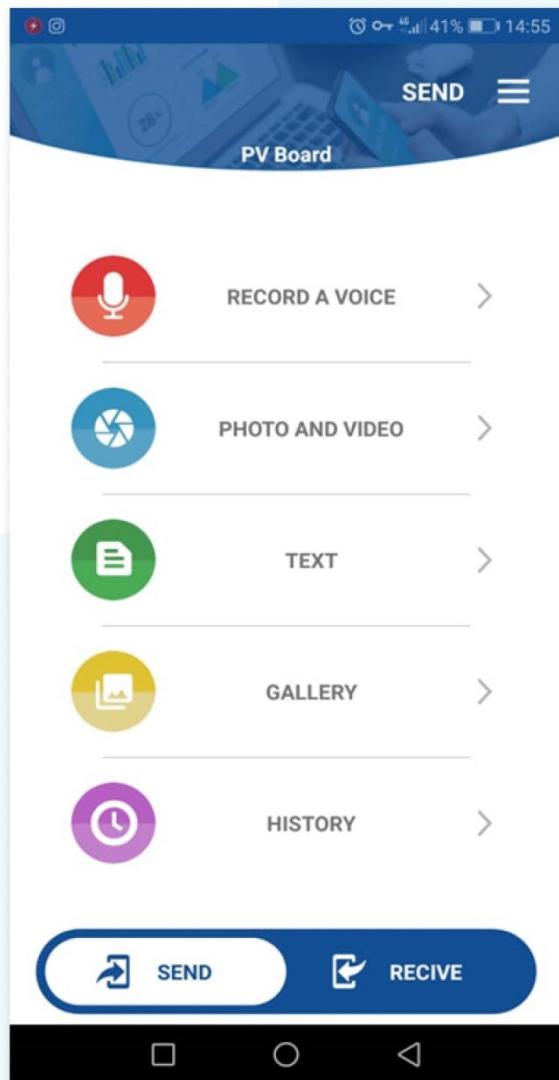
پاکسی

فروش

لطفیات من

Multifunctional platform

Part of the app design involves data sharing between the user's devices (mobile and tablet versions).



First steps

The initial design includes service listing, sketches, and a structural chart with functional architecture.



1- Gift page

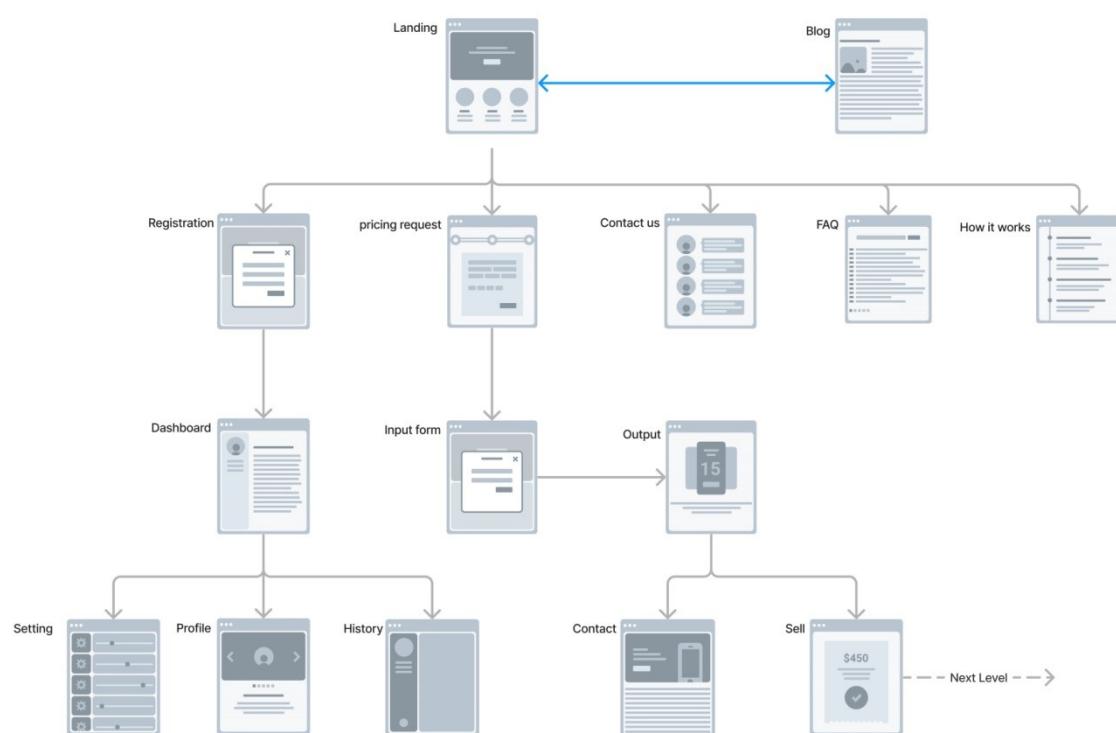
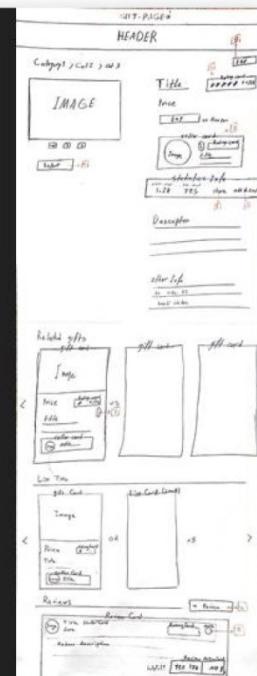
It's the Main page of Gyftpals where user can view single item(gift) details with it's related items and reviews.

Common Cards:

- Gift card [1]
- List card (small) [10]
- Seller card (small) [2]
- Review card [7]
- Statistics info [4]
- Rating card [3]

Actions:

- Create gift modal [9]
- Rating Details tooltip [3]
- Report modal [4]
- Share modal [1]
- Add to list modal [2]
- Create review modal[10]



As a generalist

Project schedule time sheet for MVP (Minimum value product)



Design Phase:

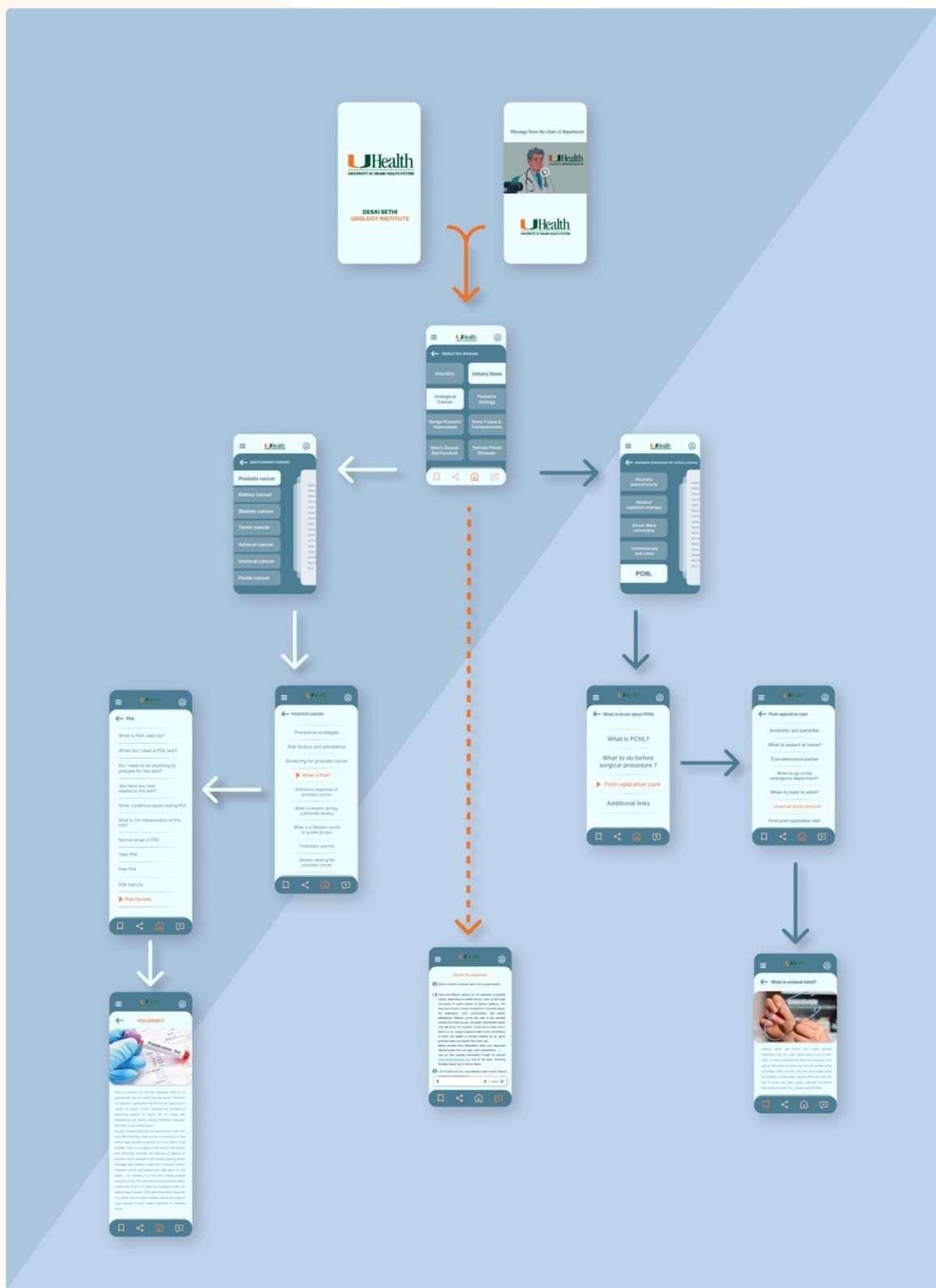


Implementation Phase:



Overview

A preliminary sitemap based on prototypes of a user journey process and flow.



Initial blueprint

An example of an initial wireframe or low-fidelity version to usability test.



Group creating

List name

Type

who can see this wish lists

Private list

All members

Only my friends

* My Groups

description

Create Date

From

To

wishlist photo

Dating Site

Name	Wishlist name
Address	<input type="text" value="Link Link"/> <input type="checkbox"/>

 Share this wishlist

First menu Second menu Third menu

[+ add a new List](#)

Birthday list

 the product name and description + Add a gift	 the product name and description + Add a gift	 the product name and description + Add a gift	 the product name and description + Add a gift	 the product name and description + Add a gift
 the product name and description + Add a gift	 the product name and description + Add a gift	 the product name and description + Add a gift	 the product name and description + Add a gift	 the product name and description + Add a gift

Friends

Friend One Friend Two Friend Three Friend Four Friend Five Friend Six Friend Seven Friend Eight Friend Nine Friend Ten Friend Eleven Friend Twelve Friend Thirteen Friend Fourteen Friend Fifteen Friend Sixteen	Friend One Friend Two Friend Three Friend Four Friend Five Friend Six Friend Seven Friend Eight Friend Nine Friend Ten Friend Eleven Friend Twelve Friend Thirteen Friend Fourteen Friend Fifteen Friend Sixteen	Friend One Friend Two Friend Three Friend Four Friend Five Friend Six Friend Seven Friend Eight Friend Nine Friend Ten Friend Eleven Friend Twelve Friend Thirteen Friend Fourteen Friend Fifteen Friend Sixteen	Friend One Friend Two Friend Three Friend Four Friend Five Friend Six Friend Seven Friend Eight Friend Nine Friend Ten Friend Eleven Friend Twelve Friend Thirteen Friend Fourteen Friend Fifteen Friend Sixteen	Friend One Friend Two Friend Three Friend Four Friend Five Friend Six Friend Seven Friend Eight Friend Nine Friend Ten Friend Eleven Friend Twelve Friend Thirteen Friend Fourteen Friend Fifteen Friend Sixteen	Friend One Friend Two Friend Three Friend Four Friend Five Friend Six Friend Seven Friend Eight Friend Nine Friend Ten Friend Eleven Friend Twelve Friend Thirteen Friend Fourteen Friend Fifteen Friend Sixteen
---	---	---	---	---	---

Group creating

group name

description

wishlist photo

First menu Second menu Third menu

+ add a new group

My Groups

Group 1

the product name and description
+ Add a member

Group 2

the product name and description
+ Add a member

Group 3

the product name and description
+ Add a member

Group 4

the product name and description
+ Add a member

Group 5

the product name and description
+ Add a member

Group 6

the product name and description
+ Add a member

Group 7

the product name and description
+ Add a member

Group 8

the product name and description
+ Add a member

Group 9

the product name and description
+ Add a member

Group 10

the product name and description
+ Add a member

Establish a Design System

No additional explanation is needed. Everything is here

Mileage

Mileage

Mileage

Mileage

GF57 XWH

GF57 XWH

89,100

32,500

Value my car

Value my car

Value my car

Value my car

Get my offer

Get my offer

Sell my car

Sell my car

First name *

First name

First name *

First name

Email *

Email address

Email *

emailaddress@server.com

How do you describe your car?

Type of damage

how do you describe your car?

Type of damage

Vehicle details
Complete

Your details
In progress

Your valuation
Pending...

< Prev 1 2 3 Next >

< Prev 1 2 3 Next >

No hidden charges

1 2 3

...



Guideline

A good library can be like a friend by your side during all the critical moments of research.



	Desktop version	Mobile version
Call to action	<p>Sell your car like a pro! Receive a competitive offer in just 30 seconds <small>The entire explanation</small></p>	<p>Sell your car like a pro! Receive a competitive offer in just 30 seconds <small>The entire explanation</small></p>
How it works section	<p>Sell Your Car Just in 3 Steps!</p> <p>Free car valuation</p> <p>By providing us your registration and mile we give an estimate value for your car.</p>	<p>Sell Your Car Just in 3 Steps!</p> <p>Collection</p> <p>By providing us your registration and mile we give an estimate value for your car.</p>
Footer section	<p>Latest Blogs</p> <p>About Us</p> <p>Our Policy</p> <p>Sell your car like a pro! Receive a competitive offer in just 30 seconds</p>	<p>Latest Blogs</p> <p>Contact Us</p> <p>info@valuerace.co.uk</p> <p>Sell your car like a pro! Receive a competitive offer in just 30 seconds</p>
Result page	<p>Valuation of your car :</p> <p>Ford Fiesta MK7</p> <p>The valuation shown could vary. We aim to provide accurate valuation based on the condition and demand of your vehicle.</p> <p>Excellent !</p> <p>Estimated price:</p> <p>£8,500</p> <p>I consent being contacted by a member of the team.</p> <p>Your request to sell your car has been sent! We will you as soon as possible.</p> <p>Back to home</p>	<p>Valuation of your car:</p> <p>Ford Fiesta MK7</p> <p>The valuation shown could vary. We aim to provide accurate valuation based on the condition ...</p> <p>Excellent !</p> <p>Estimated price:</p> <p>£8,500</p> <p>I consent being contacted by a member of the team</p> <p>Your request to selling your car has been sent! We will you as soon as possible.</p> <p>Back to home</p>
Blog listing page	<p>Page title (Example : Posts and Articles)</p> <p>Seeing Clearly Underwater: The Importance of Quality Equipment</p> <p>We sport that requires a high level requires tactical awareness, polo is a sport level of physical level of physical requires, requires tactical awareness, polo is a sport of physical fitness, fitness, tactical awareness.Water polo...</p> <p>Read more</p>	<p>Page title (Example : Posts and Articles)</p> <p>The Importance of Quality Equipment for Water Polo Players</p> <p>Water polo is a requires demanding sport that requires a high level of physical fitness, tactical awareness ... Read more</p>
Posts	<p>Home / Blog / Accelerate Your Sales: Proven Strategies and Tips for Successfully Selling Your Car Online and Offline</p> <p>Accelerate Your Sales: Proven Strategies and Tips for Successfully Selling Your Car Online and Offline</p> <p>Take High-Quality Photos</p> <p>Are you ready to part ways with your beloved car and pocket some extra cash? Whether you're upgrading to a newer model or simply looking to downsize, selling your car can be a rewarding experience with the right strategies in place. In this article, we'll explore proven tips and techniques to help you successfully sell your car, both online and offline.</p>	<p>Home / Blog / Accelerate Your Sales: Proven Strategies and Tips for Successfully Selling Your Car Online and Offline</p> <p>Accelerate Your Sales: Proven Strategies ...</p> <p>Take High-Quality Photos</p> <p>Are you ready to part ways with your beloved car and pocket some extra cash? Whether</p>
How it works page	<p>How it works?</p> <p>Free car valuation</p> <p>By providing us your registration and mile we give an estimate value for your car.</p>	<p>How it works?</p> <p>Free car valuation</p> <p>By providing us your registration and mile we give an estimate value for your car.</p>

Logo Design Samples

Logo design is a short way a for long concept.
Graphic design is attractive



Realiff.com



Giftpals.com



Yoga School



Pet Clinic



ELECTRICAL CONTRACTING INC.



Greenhouse