Afshin Tavakkoli
(UI/UX Designer)

Location: Lisbon, Portugal
Phone number: +351915725639
Email: afshin344@gmail.com
Linked In: https://www.linkedin.com/in/afshin344/

Summary

A UI/UX designer with over 6 years of experience in a variety of digital platforms including responsive webpages, native apps, and PWA. Expert at collaborating with startup teams in the implementation of UI/UX design strategies in several industries to deliver exceptional user experiences, 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**
   - Figma
   - Adobe XD
   - Adobe Illustrator
   - Adobe Photoshop
   - Balsamiq Wireframes
   - Zeplin
   - Marvel
   - Familiar with (Html, CSS, Bootstrap)
   - Logo Design (Typography)

Professional Experience

1. **Motoproz, UK (Remotely)**
   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. https://motorproz.co.uk/

2. **Houmify.com, US (Remotely)**   01/2021 – 09/2023
   UI / UX Designer
   - 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/

- Key role in conceptualizing the user interface 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. https://giftpals.com/

3. **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 through thoughtful design while also Leading the various aspects of the project to guarantee its successful execution.

4. **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.

5. **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 (**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
   - Conduct UX Research and Test Early Concepts

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

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