



Mohammad Tavakkoli

(UI/UX Designer | Product Designer)

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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, 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, 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, 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

- | | |
|---|--|
| <ul style="list-style-type: none">• User- Centered Design• User Research• Design system• Wireframing• Prototyping• Mobile App Design• Responsive web design | <ul style="list-style-type: none">• Figma & FigJam• Adobe XD• Adobe Illustrator (familiar)• Adobe Photoshop (familiar)• Balsamiq Wireframes• Marvel App• 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

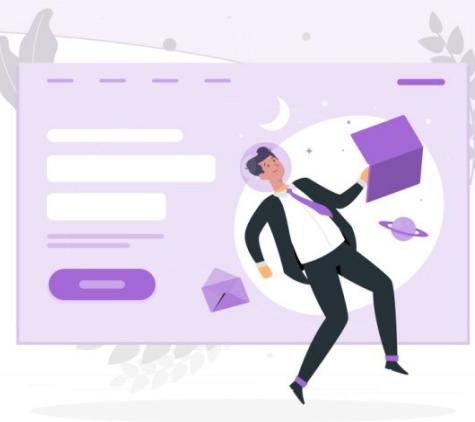
Achievements

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

Portfolio

Web Pages

Sample web pages designed for the Giftpals affiliate marketing service.

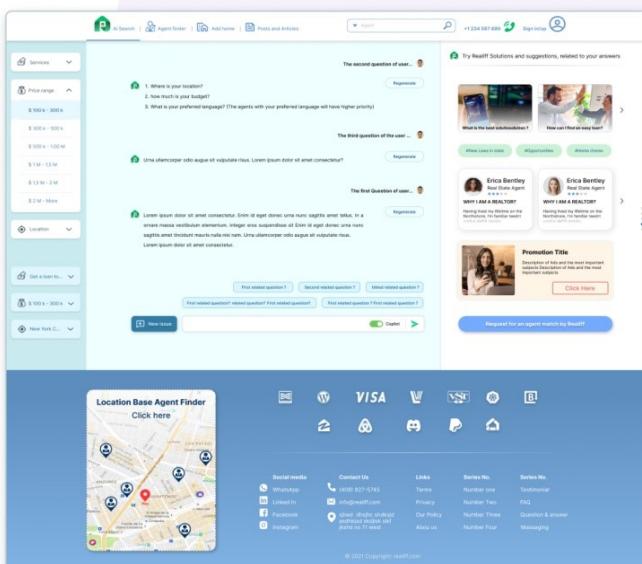
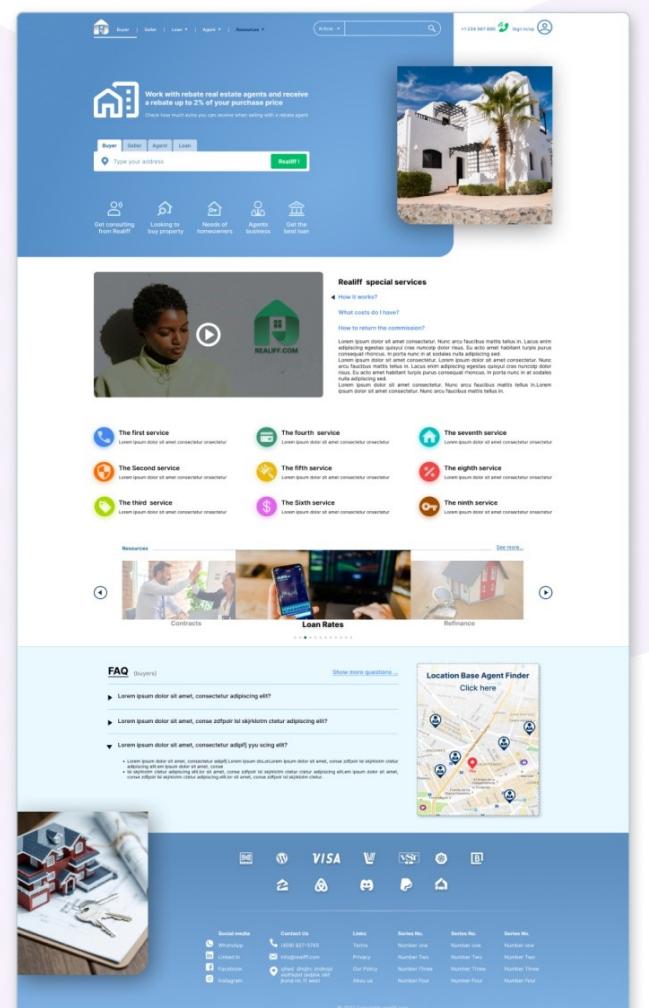
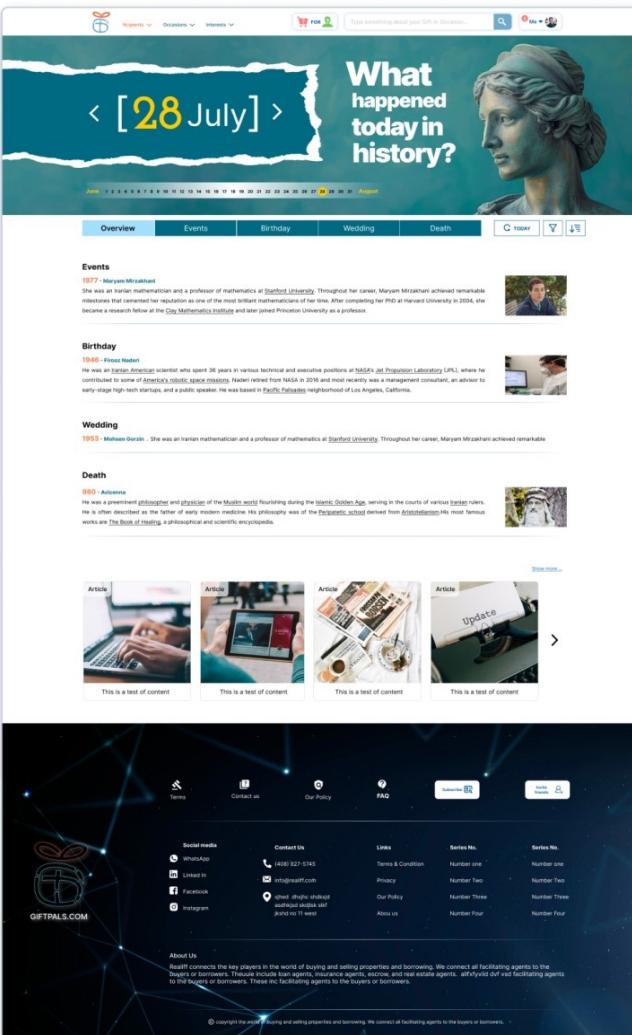


The screenshot shows the Giftpals website's main landing page. At the top, there's a search bar and a large 'OCCASIONS' section with four categories: Birthday, New Baby, Anniversary, and Graduation. Below this, a 'HALLOWEEN' section features three jack-o'-lanterns. Further down are sections for 'Family & Relatives' (with sub-sections for Santa Day, Friendship Day, The Girl Child, Mother's Day, Valentine's Day, Day of Other Heroes, Day of Families, and Friendship Day), 'Work & Occupations' (with sub-sections for Chef's Day, Armed Forces Day, Labor Day, Teacher Day, Army Day, Military Day, Teachers' Day, and Nurses' Day), and 'Events & Public Occasions' (with sub-sections for Coffee Day, Christmas Day, Postal Day, National Children's Day, National Book Day, National Bike Day, National Media Day, and Easter). A 'Did you know?' section at the bottom left contains a snippet of text about alpaca wool. At the very bottom, there are four images labeled 'This is a test of content'.

This screenshot shows a different section of the Giftpals website. It features a 'CATEGORIES...' section with icons for Apparel, Sport, Beauty, Books, Consumer Electronics, and Automotive. Below this is a 'Base on your browsing' section showing a grid of products like a computer monitor, camera, and electrical engine. Further down are sections for 'Most popular gifts', 'Best shop for Teachers', 'Best Lists for Teachers', and 'Best Article'. Each of these sections contains a grid of images representing different products or services. At the bottom, there's a 'Digital gifts' section with a brief description and a 'View more' button.

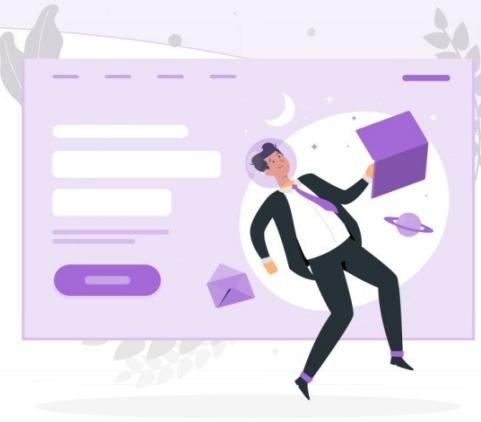
Multiple Use

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



Simple and minimal

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 GF57 XWH 89,100

Enter Reg
Mileage

Value my car

How it works? Blog Help

Sell Your Car Just in 3 Steps!

- 1 Free car valuation
By providing us your registration and mile we give an estimate value for your car
- 2 Gathering best offers
Once we have your car details, we will present you with the best offer!
- 3 Collection
Once we have agreed on a price, a colleague will come, pay and collect your car

Latest Blogs

Selling Cheap Underwater: The Importance of Quality Equipment for Water Polo Players
Buying Cheap Underwater: The Importance of Quality Equipment for Water Polo Players
The market trends
The rules you should know

Social media

Contact Us

About Us

Help

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

UK 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 Underwater: The Importance of Quality Equipment for Water Polo Players
Buying Cheap Underwater: The Importance of Quality Equipment for Water Polo Players
The market trends
The rules you should know

Social media

Contact Us

About Us

Help

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

UK Enter Reg Mileage Value my car

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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.

\$ 50,000 \$ 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 \$ 500,000 \$ 5,000,000

OK Cancel

Responsive Design

Responsive landing page versions with an online sales approach and a user signup invitation popup.

BE THE REASON SOMEONE SMILES TODAY

What do you want to buy a gift for?

Gender: Age: Price: Offer me by occasion SEARCH

NEW SHOPS POPULAR GIFTS

BEST SELLERS FAMOUS LISTS

AI Assistant, the latest solution to find a desired gift

Boost Your Income: Join to Affiliate Marketing

Discover Latest Occasions: Celebrate Today!

14th February Latest Occasions Valentine's Day Occasions Latest 7 Days Remaining

14th February Latest Occasions Valentine's Day Occasions Latest 7 Days Remaining

14th February Latest Occasions Valentine's Day Occasions Latest 7 Days Remaining

A suitable title for the new way of searching as entertainment like a game

Spin the wheels to search for the desired gift!

SEARCH

Gifts for All, Yourself or Loved Ones, Perfect Gift Ideas

The World's Largest Collection of Perfect Gifts for Any Occasion

Explore Fashion, Electronics, Automotive, Beauty, Home, Sports, and Entertainment for Perfect Gifting!

Do you know?

About Us

Wholesale Terms & Conditions

Contact us Our Policy FAQ

Terms & Conditions

Facebook Instagram

1000+ Best Items

info@giftpals.com

spec sheet required without unique skin junctions for your

GIFTPALS.COM

About Us

Wholesale Terms & Conditions

Contact us Our Policy FAQ

Terms & Conditions

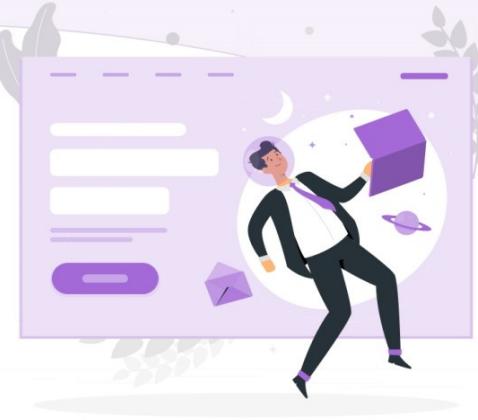
Facebook Instagram

1000+ Best Items

info@giftpals.com

spec sheet required without unique skin junctions for your

GIFTPALS.COM



Be one of us in Giftpals

Be the reason someone smiles today

Sign Up

Continue with google

Send me the newsletter

Email

Subscribe

Be one of us in Giftpals

Be the reason someone smiles today

Sign Up

Continue with google

OR

Send me the newsletter

Email

Subscribe

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 آینه امروز

دراخواست اجرا در انتظار اجرای ۱۸ تا ۲۲ شب

دراخواست اجرا در انتظار تایید ۱۸ تا ۲۲ شب

انجام شده لغو شده

دراخواست اجرا در انتظار اجرای ۱۸ تا ۲۲ شب

دراخواست اجرا در انتظار اجرای ۱۸ تا ۲۲ شب

لیست پیامها

بازار پاکس فروش نت خرید و تخفیف

11:41 80%

فهرست خدمات و تخفیفات

موجودی کیف پول: ۴۲۵,۰۰۰ تومان

دریافت نقدی

خرید و تخفیف غذا تاکسی همه

دراخواست تخفیف خرید کالا

نام فروشگاه: افق کورش صیاد شیرازی مبلغ مورد نیاز: ۱۰,۰۰۰ تومان

دراخواست تخفیف خرید کالا

نام فروشگاه: افق کورش صیاد شیرازی مبلغ مورد نیاز: ۱۰,۰۰۰ تومان

دراخواست تخفیف خرید کالا

نام فروشگاه: افق کورش صیاد شیرازی مبلغ مورد نیاز: ۱۰,۰۰۰ تومان

دراخواست تخفیف خرید کالا

نام فروشگاه: افق کورش صیاد شیرازی مبلغ مورد نیاز: ۱۰,۰۰۰ تومان

لیست پیامها

بازار پاکس فروش نت خرید و تخفیف

11:41 80%

پاکس راه برای پاکسازی بسیاند کاغذی با نوشت افزار

طرح تعویض

وضعیت تقاضاهای فروشن من

خرید و تخفیف فروش دوره ای فروشن بسیاند

سوانع خرید قیمت ها سوانع فروشن

دراخواست تخفیف فروش افق کورش مبلغ مورد نیاز ۱۰۰۰ تومان!

دراخواست تخفیف روز بین المللی هیرکانیا

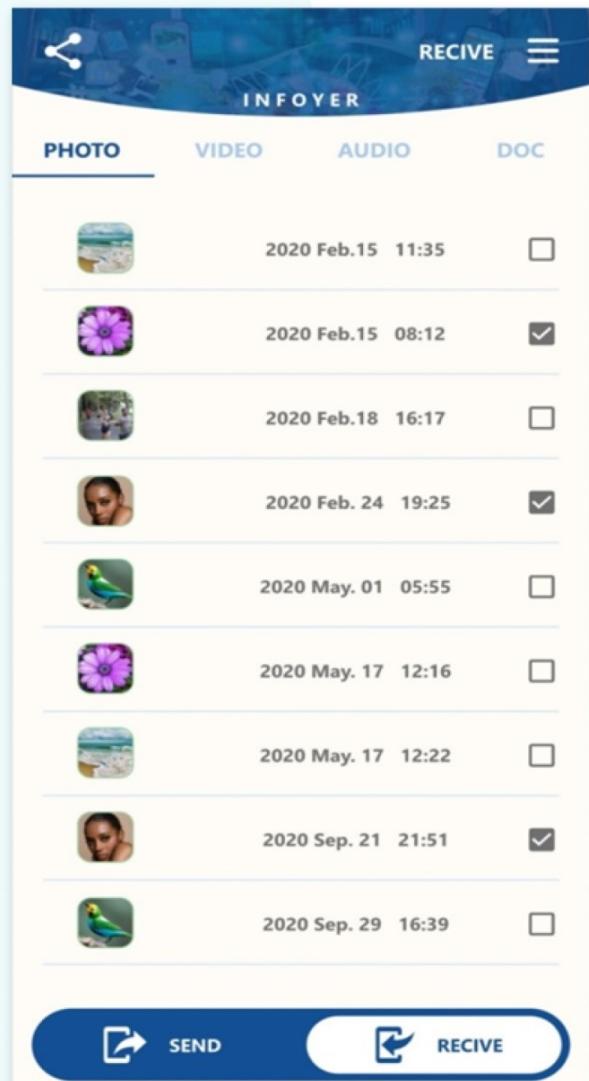
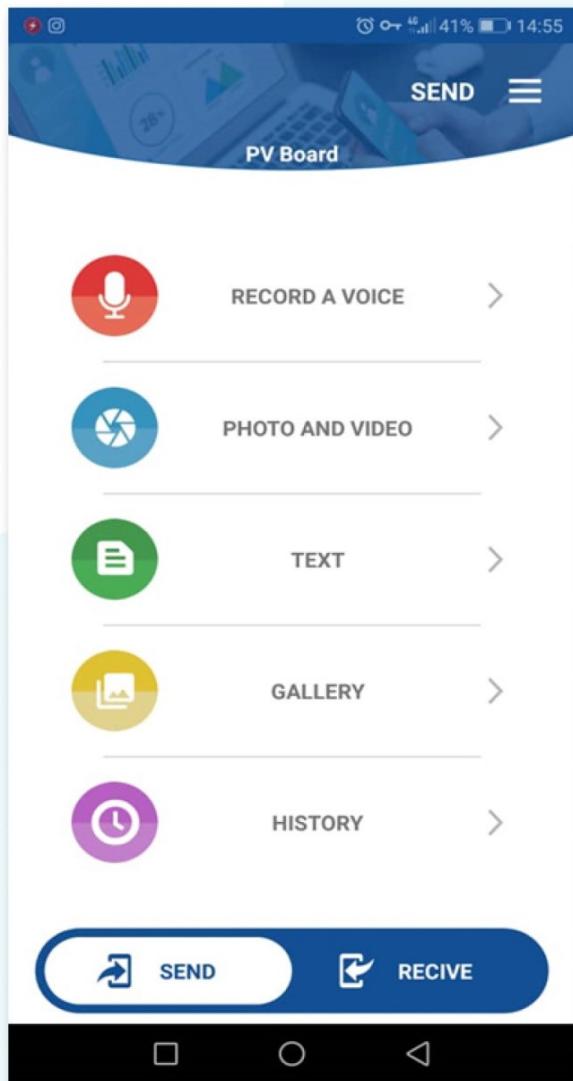
پاکس برگزار میکند جشن بزرگداشت همراه با قرعه ک ۱۴۰۲/۰۳/۱۵

لیست پیامها

بازار پاکس فروش نت خرید و تخفیف

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

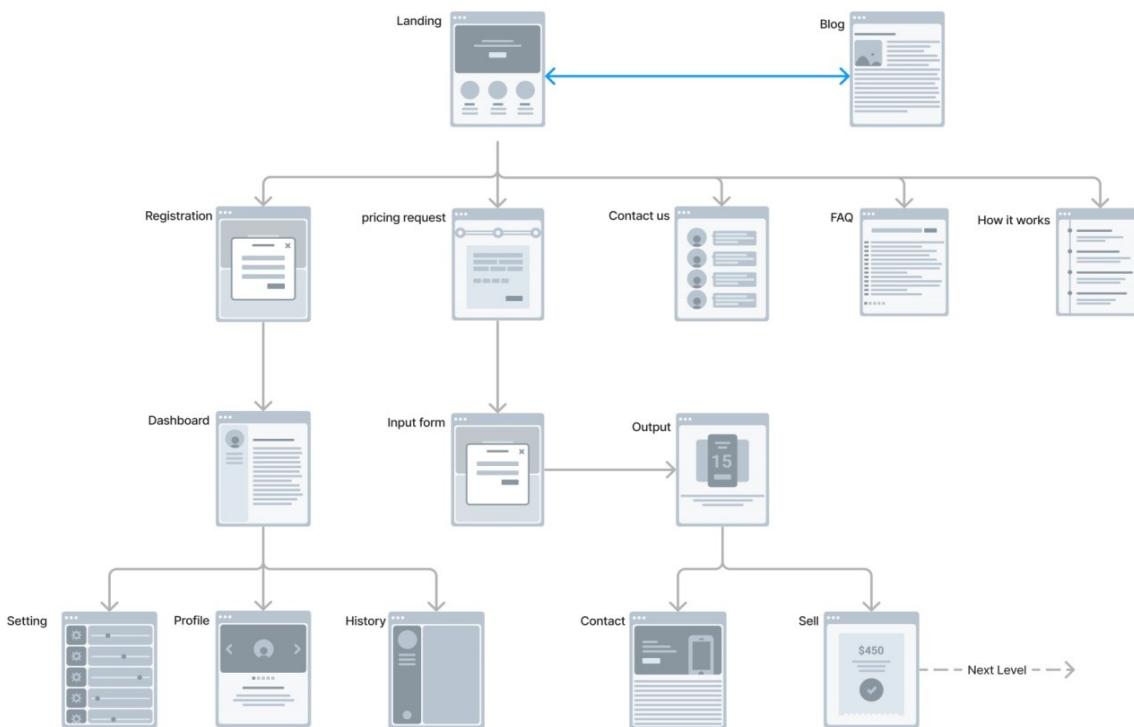
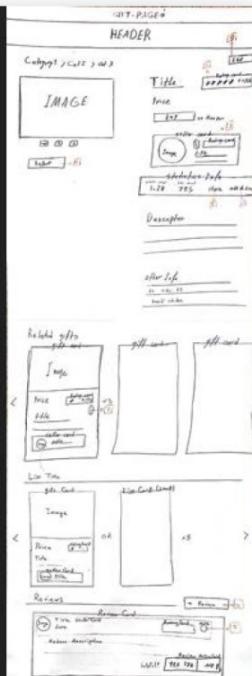
It's the Main page of Gyftpals where user can view single item(gift) details with it's related items and reviews.

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]

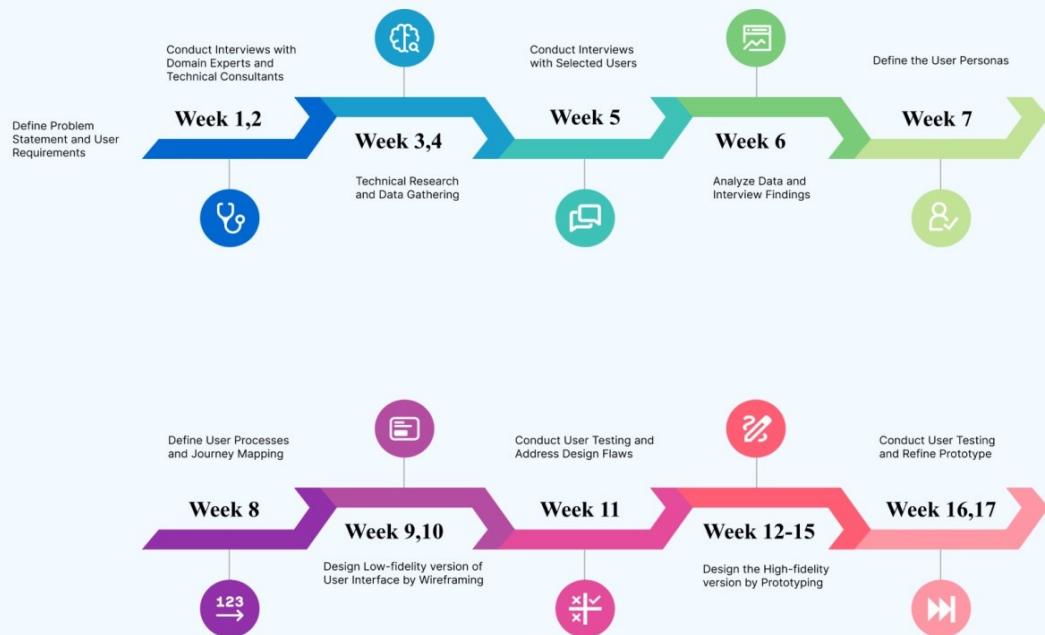


As a generalist

Project schedule time sheet for MVP (Minimum value product)



Design Phase:

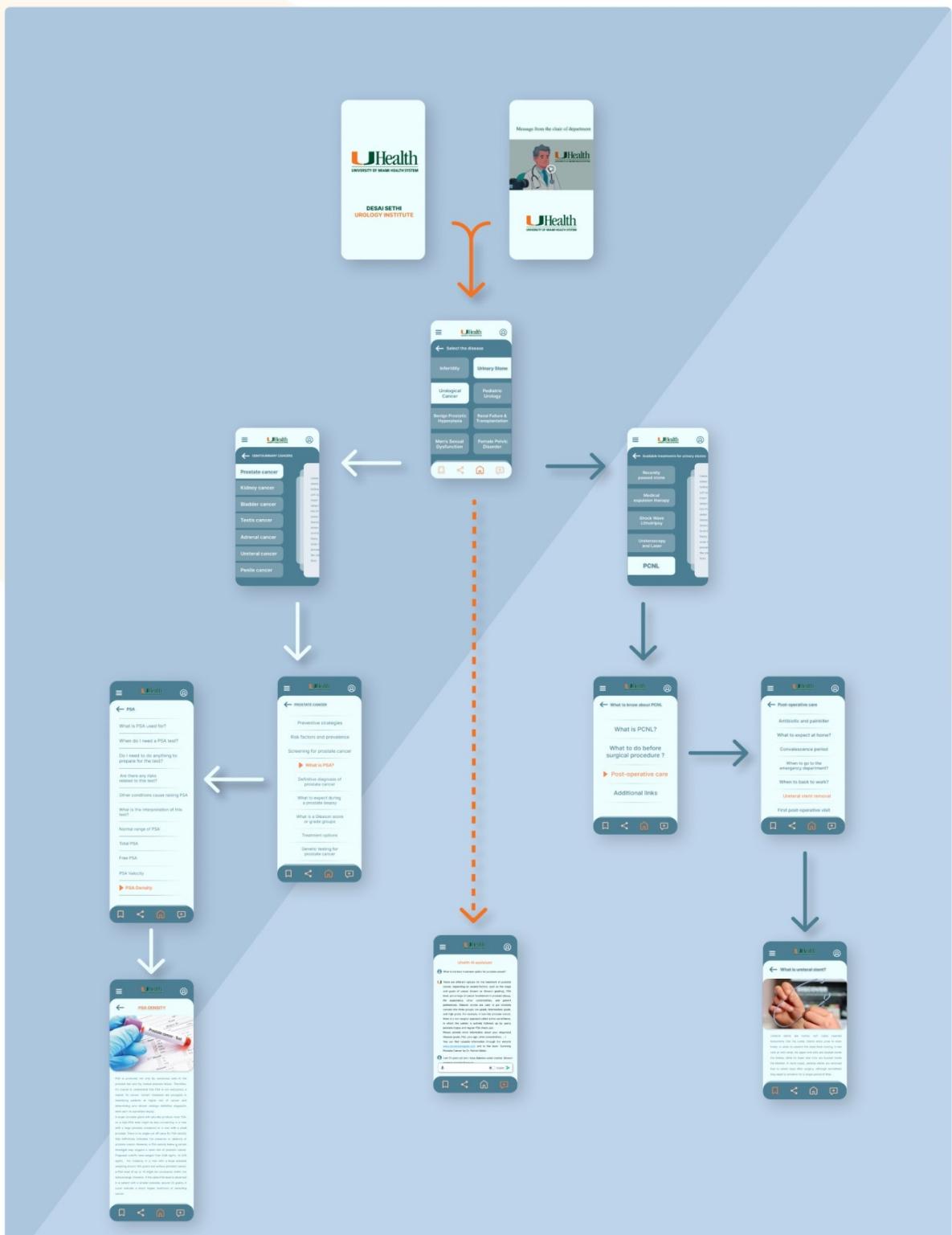


Implementation Phase:



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 giftpals

* My Groups

description

Create Date

From

To

wantlist photo

Wantlist	
Name	Wantlist name
Address	<input type="text" value="Link/Link"/> <input type="checkbox"/>
 Share the wantlist	
<input type="button" value="OK"/>	

The screenshot shows a web interface for managing a birthday list. At the top, there are three menu items: "First menu", "Second menu", and "Third menu". Below the menu is a search bar with the placeholder "Search...". The main content area is titled "Birthday list". It features a large, light-gray triangular graphic at the top. Below it is a button labeled "+ add a new gift by URL". A text input field contains the placeholder "e.g. Add a new gift!". To the right of the input field are several icons: a magnifying glass, a pencil, a list icon, a person icon, and a trash bin icon. The main list area displays eight items, each consisting of a small square thumbnail, the name "Smith", and a "detail" link followed by a "..." button. Each item also has a small triangular icon with a dot in the center.

Group creating

group name

description

wishlist photo

The screenshot shows a web-based interface for managing groups. At the top, there's a navigation bar with three horizontal bars on the left, followed by the text "First menu", "Second menu", and "Third menu". To the right of the menu items is a search bar with the placeholder "Search Page" and a magnifying glass icon. On the far right of the header is a user profile icon.

The main content area is titled "My Groups" and features a button labeled "+ add a new group" with a plus sign icon. Below this title, there are ten group cards arranged in two rows of five. Each card has a small square icon with a person symbol at the top left, followed by the group name and a brief description, and a link to "+ Add a member".

Group Name	Description	Action
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

At the bottom of the page, there are ten small preview boxes, each containing a list of names from "Item One" to "Item Ten".

The screenshot shows a web browser window with a header containing three menu items: "First menu", "Second menu", and "Third menu". Below the header is a search bar with the placeholder text "Search". The main content area displays a search result titled "ofshin wish lists". A sub-header indicates "Name Date of addin Giftplus? in common other groups". Below this, there is a table with eight rows, each representing a gift entry. Each row contains a small icon, the gift title, a status indicator (Pending or Yes), and an "Invite" button. The "Gift title" column for all rows is "Gift title". The "Status" column for the first four rows is "Pending", while for the last four it is "Yes". The "Invite" button is present in every row. At the bottom of the page, there is a footer section with several small, repeated icons.

Establish a Design System

No additional explanation is needed. Everything is here

The screenshot displays a comprehensive design system library. It includes:

- Two sets of horizontal progress bars labeled "Mileage".
- Two sets of vehicle registration plates labeled "GF57 XWH".
- Two sets of numerical values: "89,100" and "32,500".
- Two sets of buttons labeled "Value my car".
- Two sets of buttons labeled "Get my offer".
- Two sets of buttons labeled "Sell my car".
- Two sets of input fields labeled "First name *".
- Two sets of input fields labeled "Email *".
- Two sets of dropdown menus labeled "How do you describe your car?".
- Two placeholder images with the caption "Seeing Clearly Underwater: The Importance of Quality Equipment for Water Polo Players".
- Two status indicators: "Vehicle details Complete", "Your details In progress", and "Your valuation Pending".
- Two navigation controls with page numbers 1, 2, 3.
- Two callout boxes: one stating "No hidden charges" and another with a blue circle icon.
- Two decorative line drawings: a wavy line and a series of vertical lines.
- A footer section with numbered circles (1, 2, 3), checkmarks, and social media icons.
- A bottom navigation bar with icons for a phone, envelope, file, dollar sign, car, and other communication symbols.



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 offer explanation</small></p>	<p>Sell your car like a pro! Receive a competitive offer in just 30 seconds <small>The offer 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>FAQ</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 received a team member will be in touch.</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 call 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>Water polo 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 that of physical fitness fitness, tactical awareness.Water polo is... Show 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 ... Show 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