

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. Product Designer | **UM-ProGuide (SaaS), United States** | Dec 2024 – May 2025 (6 months)
Designed a web-based application as part of a digital solution for a research initiative aimed at increasing specialized awareness among patients and individuals undergoing prostate cancer screening at the University of Miami Miller School of Medicine. The project was implemented under the academic supervision of Dr. Hossein Sharifi, Urologic Oncology Fellow and Instructor at the University of Miami. It aimed to inform the target population (men), improve clinical workflow efficiency, and generate actionable data for analysis and decision-making.
2. UX/UI Designer | [Giftpals.com](https://www.giftpals.com), **United States** | Dec 2022 – Nov 2024 (2 years)
Designed the interaction and user experience for a gifting and affiliate marketing website. Focused on creating a visually appealing and intuitive design to help users easily find and purchase gifts while exploring revenue opportunities. Optimized processes reduced usability testing errors to under 10%. Prototyped in Figma and collaborated closely with developers to streamline and improve implementation.
3. UX/UI Designer | [Motorproz.co.uk](https://www.motorproz.co.uk), **United Kingdom** | Sep 2023 – Feb 2024 (6 months)
Design of an MVP website for a platform 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. The final product met all client requirements and expectations.
4. UX/UI Designer | [Houmify.com](https://www.houmify.com), **United States** | 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. Product Designer | **Rayan Kavesh Hirkan, Iran** | 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.

- Designed a comprehensive software solution for delivering medical equipment and services to homes via separate mobile apps for users and staff.
6. UX consultant | **Post Bank of Iran, Iran** | Oct 2009 – Jan 2020 (10 years and 3 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
 - Branch boss and head of bank representative offices for 8 years
 7. Designer | **Farniroo Sharq company, Iran** | Mar 2004 – Feb 2009 (5 years)
Macromedia Flash Senior Designer and Computer technical expert (Part-time)

Skills and technical Proficiencies

- User- Centered Design • User Research • Design system • Wireframing • Prototyping
- Mobile App Design • Responsive web design • Figma & FigJam • Adobe XD • Marvel App
- Google Analytics • Adobe Photoshop • Balsamiq Wireframes • 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**)

Additional Experience & Achievements

- Teaching graphic applications as a web-pages-design tool at Tehran Institute of Technology
- [Utilization of new technologies to improve the UX and Accessibility](#)
- [Second place in the U.S. Endourological Society Logo Design Contest](#)