



Afshin Tavakkoli

(UI/UX Designer)

Location: Lisbon Metropolitan Area, Portugal

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Linked In: www.linkedin.com/in/afshin344/

Portfolio: <https://www.afshix.com/>

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](#)

Portfolio

Web Pages

Sample web pages designed for the Giftpals affiliate marketing service.



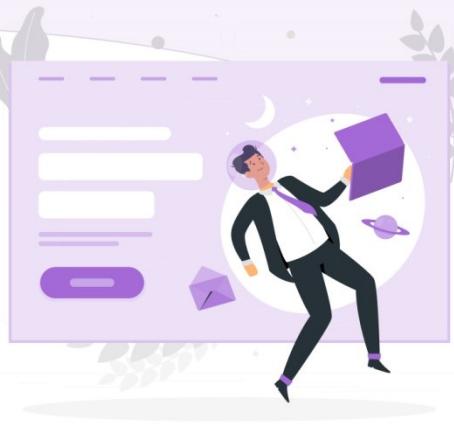
The Occasions landing page features a large 'OCCASIONS' title with colorful confetti. It includes sections for 'Birthday', 'New Baby', 'Anniversary', and 'Graduation'. A search bar says 'Pick the occasion, we'll find the gift!'. Below is a 'HALLOWEEN' section with pumpkins. A 'Family & Relatives' section shows various family photos. A 'Work & Occupations' section shows professionals. An 'Events & Public Occasions' section shows various events. A 'Do you know?' section provides facts about gift-giving. At the bottom, there's a 'Digital gifts' section with four items.

The 'CATEGORIES...' page shows icons for Apparel, Sport, Beauty, Book, Consumer Electronics, and Automotive. Below are sections for 'Computer', 'Carrier', 'Camera', 'Clothes', 'Shoes', 'Television', 'Engin Oil', and 'Cosmetics'. A 'Base on your browsing' section shows gift ideas. The 'Best shop for Teachers' section shows various teacher-related products. The 'Best Lists for Teachers' section shows circular thumbnails for different teacher categories. The 'Digital gifts' section shows four digital gift items.

The footer pages show the Giftpals logo and navigation links for 'Home', 'Contact', 'Our Policy', 'FAQ', 'GIFTPEAKS.COM', 'Social media', 'Contact Us', 'Links', 'Links & Conditions', 'Services No.', 'Services No.', 'About Us', and 'About Us'. The right footer page also includes 'About Us' and 'Copyright notice'.

Multiple Use

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



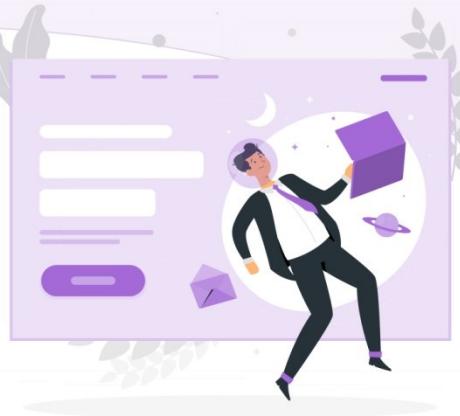
The screenshot shows a static web page with a header "What happened today in history?" and a date selector for July 28, 1977. Below the header, there are sections for "Events", "Birthdays", "Wedding", and "Death". Each section contains a brief summary of a historical event or person, accompanied by a small profile picture. At the bottom, there is a grid of four images labeled "Article" with captions: "This is a test of content", "This is a test of content", "This is a test of content", and "This is a test of content".

The screenshot shows a static web page for "GIFTPLS.COM". It features a search bar at the top with filters for "Price range", "Location", and "Get a loan". Below the search bar are sections for "Services", "FAQ", and "Contact Us". The main content area includes a "Location Base Agent Finder" map, social media links, and a "Promotion Title".

The screenshot shows a static web page for "REALIFF.COM". It features a search bar for "Type your address" and a "Work with rebate real estate agents and receive a rebate up to 2% of your purchase price". Below this are sections for "Realtor", "Seller", "Agent", and "Buyer". The main content area includes a "Realiff special services" section with icons for various services like "The first service", "The second service", "The third service", "The fourth service", "The fifth service", "The sixth service", "The seventh service", "The eighth service", and "The ninth service". There are also sections for "Contracts", "Loan Rates", and "Refinance".

Simple and minimal

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



Motoproze

How it works? Blog Help

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 contact you and collect your car.

Latest Blogs

- Seeing Clearly Underwater: The Importance of Quality Equipment for Water Polo Players
- Seeing Clearly Underwater: The Importance of Quality Equipment for Water Polo Players
- Seeing Clearly Underwater: The Importance of Quality Equipment for Water Polo Players
- Seeing Clearly Underwater: The Importance of Quality Equipment for Water Polo Players

Social media

- WhatsApp
- LinkedIn
- Facebook
- Instagram

Contact Us

(0800) 821 5145
Support@motoproze.co.uk
2nd Floor, Puffinfield Business Park, Greenfield, MK45 0SP

About Us

Terms
Privacy
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About us

Help

Testimonials
FAQ
Q&A
Messaging

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

How it works? Blog Help

UK GF57 XWH 89,100

Vehicle details
Complete
Your details
Incomplete
Your valuation
Incomplete

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

- Seeing Clearly Underwater: The Importance of Quality Equipment for Water Polo Players
- Seeing Clearly Underwater: The Importance of Quality Equipment for Water Polo Players
- Seeing Clearly Underwater: The Importance of Quality Equipment for Water Polo Players
- Seeing Clearly Underwater: The Importance of Quality Equipment for Water Polo Players

Social media

- WhatsApp
- LinkedIn
- Facebook
- Instagram

Contact Us

(0800) 821 5145
Support@motoproze.co.uk
2nd Floor, Puffinfield Business Park, Greenfield, MK45 0SP

About Us

Terms
Privacy
Our Policy
About us

Help

Testimonials
FAQ
Q&A
Messaging

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.

\$ 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

Responsive Design

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

The image shows a vertical stack of responsive design screens for a gift website, illustrating how the layout adapts across different devices. The screens include:

- A mobile phone screen showing a search interface with filters for gender and price, and a "SEARCH" button.
- A desktop computer screen featuring a hero section with a banner "BE THE REASON SOMEONE SMILES TODAY", a search bar, and a "SEARCH" button. Below the banner are sections for "NEW SHOPS", "BEST SELLERS", "POPULAR GIFTS", and "FAMOUS LISTS". A central callout for "AI Assistant" is displayed.
- A tablet screen showing a grid of gift products for Valentine's Day, with a "Discover Latest Occasions: Celebrate Today!" callout.
- A desktop screen showing a grid of gift products for Valentine's Day, with a "Discover Latest Occasions: Celebrate Today!" callout.
- A mobile phone screen showing a grid of gift products for Valentine's Day, with a "Discover Latest Occasions: Celebrate Today!" callout.
- A desktop screen showing a search interface with a "Spin the wheel" feature and a "SEARCH" button.
- A mobile phone screen showing a grid of gift products for various occasions like Birthdays, Christmas, and New Year.
- A desktop screen showing a grid of gift products for various occasions like Birthdays, Christmas, and New Year.
- A mobile phone screen showing a footer with social media links, a "Sign Up" button, and a "GET APP" button.
- A desktop screen showing a footer with social media links, a "Sign Up" button, and a "GET APP" button.

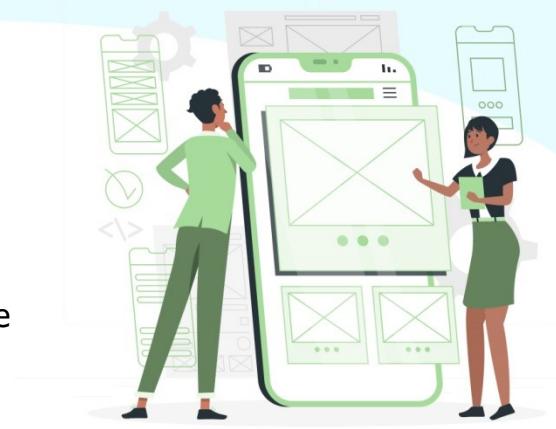


A dark-themed mobile sign-up.popup for Giftpals.com. It features a circular profile picture of a smiling man, the Giftpals logo, and the text "Be one of us in Giftpals" and "Be the reason someone smiles today". It includes "Sign Up" and "Continue with google" buttons, a "Send me the newsletter" checkbox, and an "Email" input field with a "Subscribe" button.

A dark-themed mobile sign-up.popup for Giftpals.com. It features a circular profile picture of a smiling man, the Giftpals logo, and the text "Be one of us in Giftpals" and "Be the reason someone smiles today". It includes "Sign Up" and "Continue with google" buttons, a "Send me the newsletter" checkbox, and an "Email" input field with a "Subscribe" button.

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

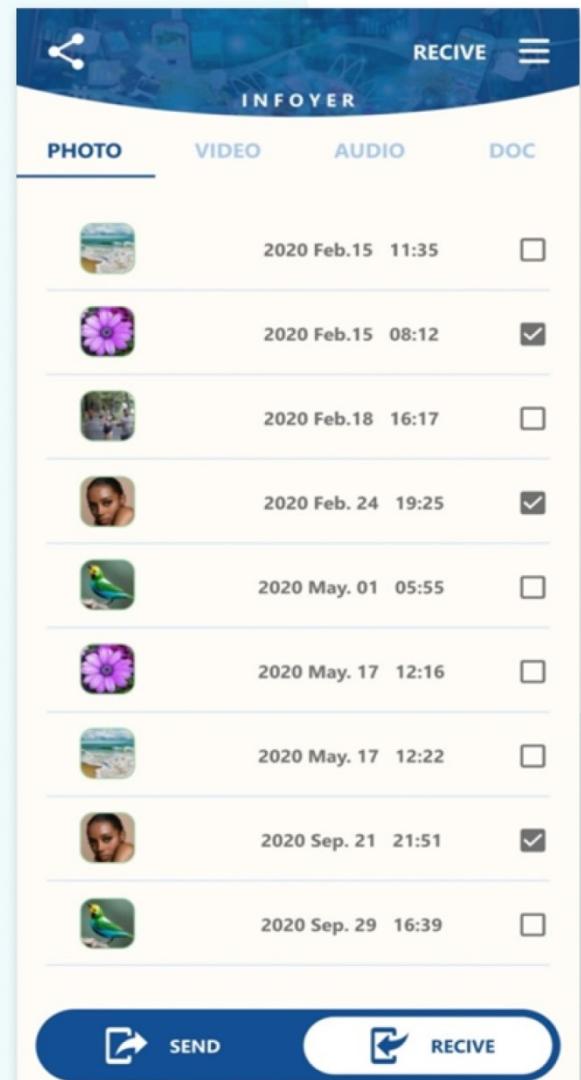
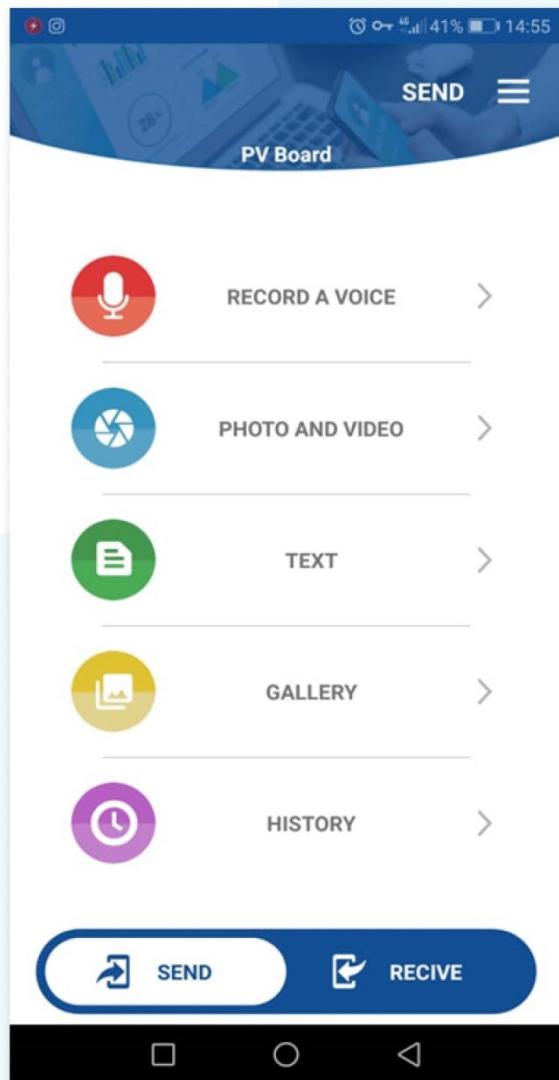
A sample design of a PWA and web app for providing local urban service solutions.



The image consists of three screenshots of the Paykan mobile application. The left screenshot shows a list of pending tasks ('امروز') with details such as company name, address, date, and status (e.g., 'در انتظار اجرا' - pending execution). The middle screenshot displays a service list ('فهرست خدمات و تخفیفات') with items like 'موجودی کیف پول: ۴۲۵,۰۰۰ تومان' and various service categories. The right screenshot highlights promotional offers ('وضعیت تقاضاهای فروش من'), including sections for buying and selling services, price history, and specific deals like 'روز بین المللی هیرکانی' (International Hercules Day) with a discount of 30% off. Each screenshot includes a navigation bar at the bottom with icons for notifications, market, Paykan, sales, and discounts.

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

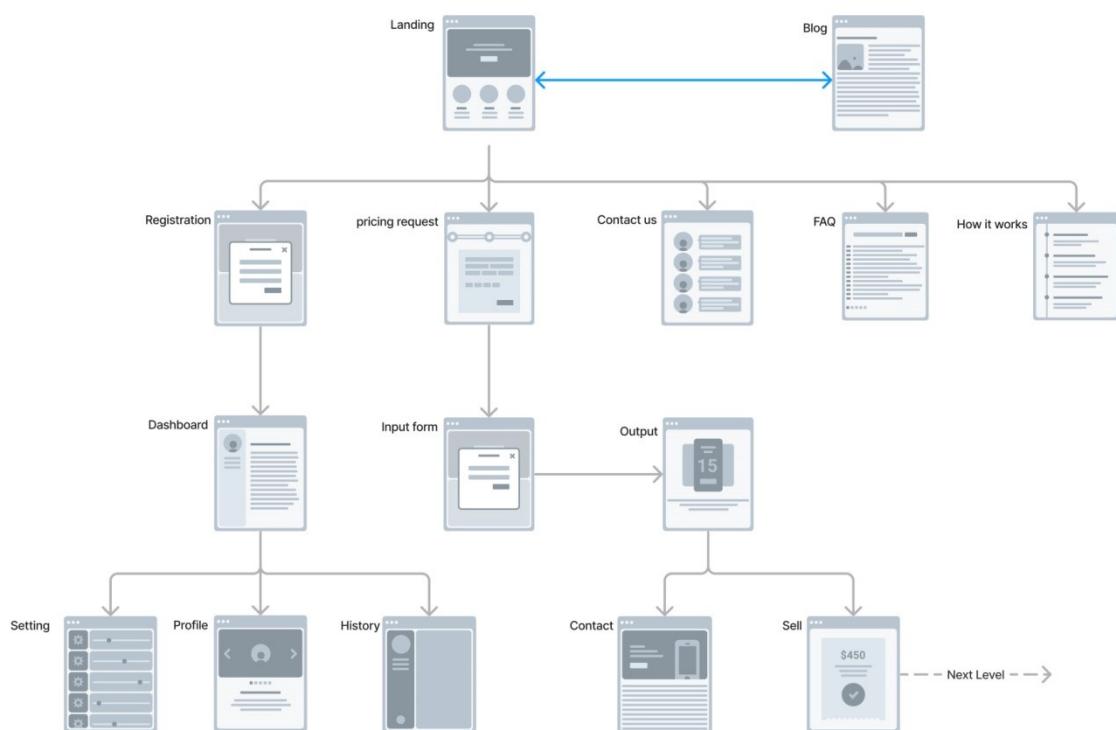
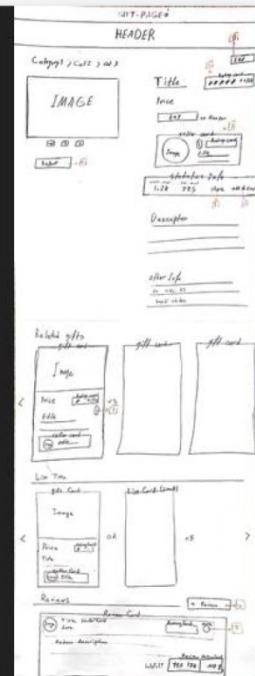
It's the Main page of Gyftpals where user can view single item(gift) details with it's related items and reviews.

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:

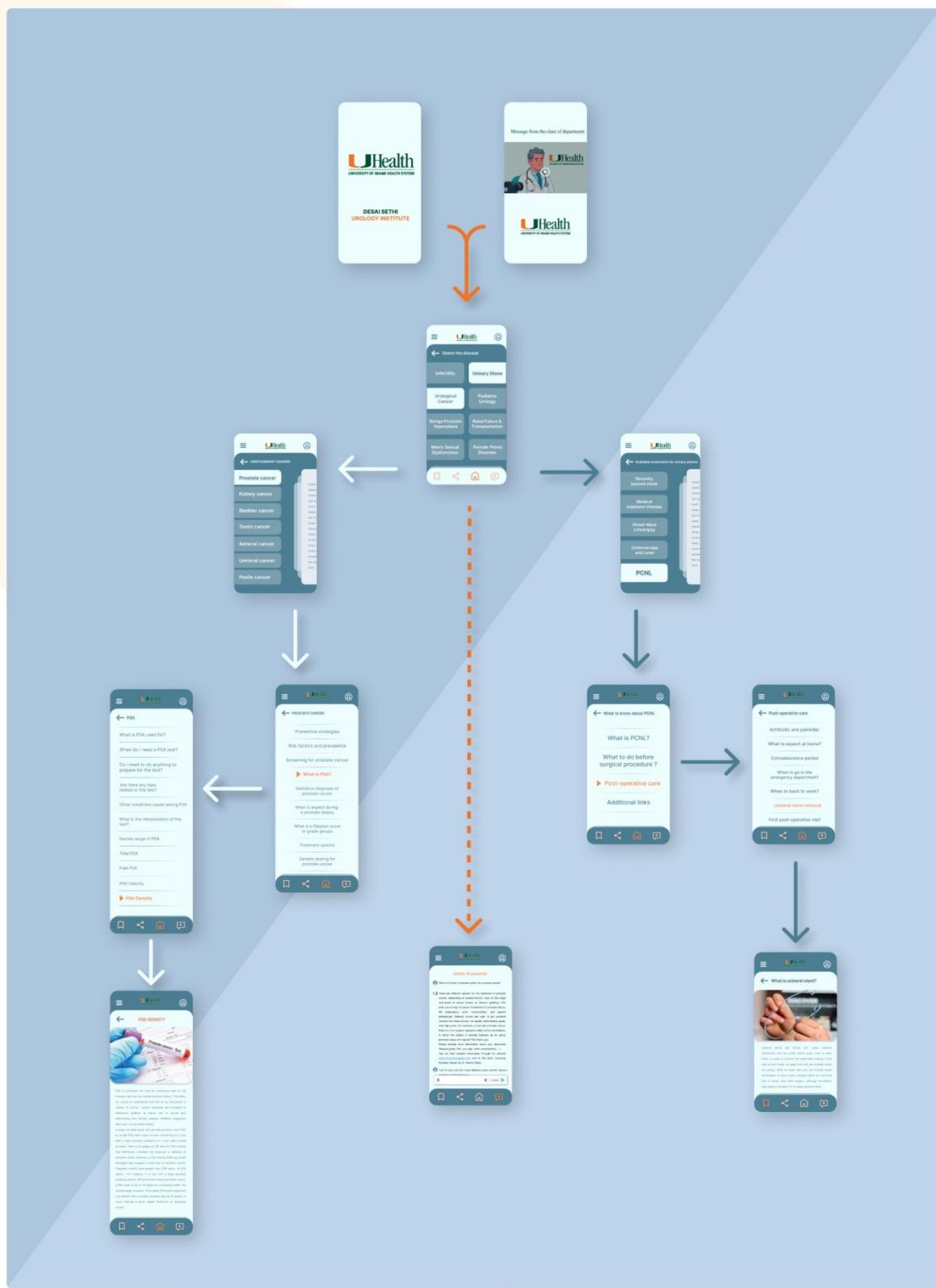


Implementation Phase:



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

The screenshot shows a web application interface. At the top, there is a navigation bar with three items: "First menu", "Second menu", and "Third menu". Below this is a large, light-gray triangular search bar. The main content area has a header "Birthday list" and a button "+ add a new List". To the right of the header are icons for a list, a chart, and a trash can. Below the header, there are two rows of five items each. Each item consists of a small square icon with a grid pattern, followed by the text "the product name and description" and a link "+ Add a gift". In the bottom left corner, there is a "Footer" section containing a table with 10 rows of data.

Item One				
Item Two				
Item Three				
Item Four				
Item Five				
Item Six				
Item Seven				
Item Eight				
Item Nine				
Item Ten				

Group creating	
group name	<input type="text" value="Friends"/>
description	
<input type="text"/>	
wishlist photo <input type="button" value="Browse"/>	
<input type="button" value="Cancel"/> <input type="button" value="OK"/>	

Invite a friend	
Recipient	<input type="text" value="name"/>
Email	<input type="text" value="Address"/>
Note	<input type="text"/>
Send	<input type="text" value="Address"/>
<input type="button" value="Cancel"/> <input type="button" value="Send"/>	

First menu Second menu Third menu

My Groups

[+ add a new group](#)

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
Group 11	The product name and description	+ Add a member
Group 12	The product name and description	+ Add a member
Group 13	The product name and description	+ Add a member
Group 14	The product name and description	+ Add a member
Group 15	The product name and description	+ Add a member
Group 16	The product name and description	+ Add a member
Group 17	The product name and description	+ Add a member
Group 18	The product name and description	+ Add a member
Group 19	The product name and description	+ Add a member
Group 20	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

2010

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

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@valueracecar.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