


# Mobina Hoseini

## Product Designer

IRAN, Tehran 

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Experienced Product Designer with 3+ years of success in creating intuitive, visually compelling designs. Skilled in translating business needs into user-centric solutions, leveraging a background in electrical engineering and extensive digital product design experience. Proficient in team leadership, efficient design processes, and documentation management to consistently deliver exceptional user experiences and drive business growth.

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## Experience

APR 2023 – PRESENT

UI & UX Designer/ TaFarda Studio, Iran, Tehran

- Translated complex business requirements into user-centric design solutions, driving a 20% surge in user engagement metrics; validated through user testing and iterative design improvements.
- Collaborated closely with developers to ensure the seamless implementation of designs, resulting in a 20% increase in production speed and a 15% rise in user satisfaction ratings based on post-implementation surveys.
- Directed creation and implementation of complex user journeys and Advanced prototypes for a SaaS platform, leading to a 30% improvement in user retention.
- Optimized team operations and efficiency by 30% through standardized design principles and seamless collaboration, directing the development and detailed documentation of design pattern please make another alternative for "design patterns and style guides" based on ATS friendly. and style guides.

SEP 2022 - APR 2023. 8 MOS

Product designer / Namu BPM, Norway, Oslo

- Directed the creation of an extensive library of design patterns and style guides, leading to a 25% enhancement in website navigation efficiency and a 30% upsurge in user satisfaction metrics.
- Facilitated with stakeholders to refine designs, aligning with business objectives and resulting in a 30% increase in conversion rates and a 25% decrease in bounce rates post-implementation.
- Orchestrated the creation and execution of sophisticated user flows and high-fidelity prototypes for web applications, resulting in a notable 25% uplift in user engagement and a substantial 20% decline in user drop-off rates observed during the onboarding phase.
- Played a key role in establishing efficient design processes and workflows within the team, leading to a 40% reduction in project turnaround time and a 25% increase in overall team productivity.

FEB 2021 - SEP 2022. 2 YR

[Design team lead](#) / Connect2wow, Canada, Calgary

- Led a team of UI/UX designers to deliver compelling design solutions, resulting in a 15% increase in client satisfaction.
- Drove a 30% increase in user adoption and a 20% boost in overall user satisfaction for large-scale enterprise applications, validated through post-implementation surveys.
- Established and maintained design system, and multiple themes, resulting in a 25% increase in brand recognition and a 15% improvement in user retention rates.
- Conducted regular design reviews with stakeholders, facilitating feedback and iteration processes, resulting in a 20% reduction in design iteration cycles and a 30% increase in stakeholder satisfaction scores.
- Coordinated intimately with the Tech team to ensure the successful implementation of design solutions, leading to a 25% decrease in development time and a 20% increase in user engagement metrics following the launch of the implemented designs.

MAR 2020 - JUN 2020 . 3 MOS.

[Product designer](#) / Javane Zehn Pooya, Iran, Tehran

- Designed and developed six landing pages for different mobile apps, resulting in a 25% increase in user acquisition and engagement.

## Skills

•Wireframing & mock-ups •User flow •Research •Storyboarding •Style guides & pattern library •Rapid prototyping using Figma •Collaboration •Active Listening

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## Certifications

ISSUED NOV 2022

[Foundations of User Experience \(UX\) Design/](#) Coursera, Google

ISSUED NOV 2022

[Start the UX Design Process: Empathize, Define, and Ideate/](#) Coursera, Google

ISSUED NOV 2022

[Build Wireframes and Low-Fidelity Prototypes/](#) Coursera, Google

ISSUED JAN 2023

[Create High-Fidelity Designs and Prototypes in Figma/](#) Coursera, Google

ISSUED JAN 2023

[Conduct UX Research and Test Early Concepts/](#) Coursera, Google

ISSUED FEB 2023

[Responsive Web Design in Adobe XD/](#) Coursera, Google

ISSUED MAR 2023

[Design a User Experience for Social Good & Prepare for Jobs/](#) Coursera, Google

# Education

SEP 2015 – JUN 2019

Engineer's Degree Electrical and Electronics Engineering / University of Kashan