

# Taha Mousavi

Senior Product Designer

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## ABOUT ME

In 10 years, I've worked as the first and sole product designer in the most successful startups in Iran like; [Divar](#), [TAPSI](#), [Torob](#), and [Porsline](#).

After working as a multi-disciplinary designer and designing products used by millions of Iranian people, I am eager to work with international and multicultural companies to learn more about other cultures and nations and design products with and for them.

## EXPERIENCE

### **Porsline, Director Of Product Design, 2021 – Present**

After a successful lunch in July 2017, I have rejoined Porsline in 2021 to lead product design. Porsline is a SaaS company for creating online surveys, which helps companies in market research, customer experience research, and employee surveys.

- Adapting products for lunch in the Middle East countries.
- Branching design to the market research team to improve the products for more diverse users and new business demands.
- Deciding on the design process and user research methods.

[Porsline Website](#)

### **Torob, Senior Product Designer, 2020 – 2021, Contracted**

Torob is a shopping search engine that allows users to find the best price of products in online stores in Iran. I joined Torob startup and directly worked with the Founder, CTO, and 4 Engineers to redesign products.

- Redesigning overall interfaces of the Torob website and Android app.
- Creating two revenue streams by redesigning core experiences.
- Developing a data-driven approach in product design.
- Improving UX by several A/B tests.

[Torob Website](#), [Torob app on Google Play](#)

## **Miare, Senior Product Designer, 2018 - 2021**

Miare is an on-demand delivery solution for restaurants. As the sole designer in the startup team, I designed the interface and experience of four products from scratch; Restaurant web app, Courier android app, and two web panels for live fleet monitoring.

From the first days, we had a problem-solving mindset, did several usability tests, and got a data-driven approach to product design. During four years, I have done these jobs:

- Designing four products from scratch on web and android platforms.
- Creating several prototypes for user research.
- Planning several usability tests for evaluating design ideas.
- Deciding on the UX methods and design process.
- Communicating with other teams and getting feedback.

[Miare Website](#)

## **TAPSI, Product Designer, 2017 - 2018**

My role at the Tap30 startup was designing MVPs and prototypes of passengers application.

- Designing UI and UX of passenger and driver app.
- Planning and performing tests for evaluating design ideas.

[TAPSI app on Google Play](#)

## **Porsline, Product Designer, 2016 - 2017**

Porsline is a SaaS startup for building forms and surveys. We designed and developed MVP by Founder, CTO, and two engineers for six months and successfully launch the product.

- Designing prototypes for user and market research.
- Designing UI and UX of a SaaS product from scratch.
- Successful launch of product.

[Porsline Website](#)

## **Divar, Product Designer, 2015 – 2016**

As the only designer in Divar, I was responsible for the design of all client-side products. I worked with PMs and engineers to improve the users' experience and create consistency in the user interface on all products.

- Redesigning interface of iOS, Android, and web app.
- Evangelizing user experience design and data-driven approach to product design.
- Improving user experiences on the iOS app by gathering and analyzing data.

[Divar Website](#), [Divar app on App Store](#), [Divar app on Google Play](#)

## **Cafe Bazaar, Product Designer, 2014 – 2015**

I was responsible for user interface design, visual design, and Front-End Development of the Aada product. I worked directly with PM to make prototypes, do usability tests.

## **ViraTech Sharif, UI Designer, 2012 – 2014**

I designed the user interface of two Android apps and two web apps.

## **SKILLS**

- Designing high-fidelity interface with Sketch, Figma, and Axure.
- Planning and performing Usability Test and User Interview.
- Working experience with different UX and research methods: A/B Test, Persona building, Field Study, Journey Mapping, Writing User Stories, Surveys.
- Analyzing data with Amplitude, Google Analytics, and Microsoft Excel.
- Designing Prototype with inVision, Principle, and Framer.
- Product and task management with Jira, Trello, GitLab, and ClickUp.
- Working experience with Adobe Illustrator, Photoshop, and Procreate for visual design.
- Web development with HTML and CSS.
- Familiar with declarative user interface development like React and SwiftUI.
- Familiar with Processing language and Generative Art.

## **EDUCATION**

**Sharif University of Technology,**

Master of Science, Aerospace Engineering, 2009 - 2011

**Civil Aviation Technology College,**

Bachelor of Science, Aircraft Maintenance Engineering, 2005 – 2009

## **PUBLICATIONS**

"The Effect of Small Scale on the Pull-in Instability of Nano-Switches Using DQM"

International Journal of Solids and Structures, 2013, Citation Indexes: 61

"Nonlinear Dynamic Analysis of SWNTs Conveying Fluid Using Nonlocal Continuum Theory"

Structural Engineering and Mechanics, 2018

## **COURSES**

**Human-Computer Interaction** at Coursera, UC San Diego, The Design Lab

**Creative Programming** at Coursera, Goldsmiths, University of London