

Taha Mousavi

Product Designer

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ABOUT ME

For 8 years, I have worked in successful startups and companies 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. I want to learn more about other cultures and nations and design products with and for them.

EXPERIENCE

Porsline, Product Design, 2021 – Present

After a successful lunch in July 2017, I rejoined Porsline in 2021. 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.

[Porsline Website](#)

Torob, 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 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, Product Designer, 2018 - 2021

Miare is an on-demand delivery solution for restaurants. In the startup team, We 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.

- Designing four products from scratch on web and android platforms.
- Creating several prototypes for user research.
- Planning several usability tests for evaluating design ideas.
- Communicating with the sale and customer support teams and getting feedback.

[Miare Website](#)

TAPSI, Product Designer, 2017 - 2018

TAPSI is a mobile transportation platform in Iran. My role on the startup team was designing MVPs and prototypes of passengers application.

- Designing UI 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 online forms and surveys. We designed and developed MVP by Founder, CTO, and two engineers for six months and successfully launched 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

I was responsible for enhancing the design of client-side products. I worked with PMs and engineers to improve the users' experience and create consistency 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 ADAD startup product. I worked directly with PM to make prototypes and do usability tests.

SKILLS

- Designing high-fidelity interfaces with **Sketch, Figma, and Axure**.
- Planning and performing **Usability Tests and User Interviews**.
- 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 Prototypes 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