Mohsen Taghizadeh

Product Designer

A product designer with 10+ years of experience in UX/UI, delivers inclusive, user-centric designs and expert in implementing design systems and collaborating with cross-functional teams

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Amstelveen - The Netherlands

EXPERIENCES

PriceSpider
UX/UI Designer

SEP 2021 - Present
The Netherlands

Developed a comprehensive omnichannel where to buy technology linking directly from global brand websites, campaigns and ads to the online and local retailers

→ Designed an inclusive responsive omni where to buy (WTB) widget including online retailers and local stores
→ Led the iterative development of a WTB widget, improving usability and accessibility across various platforms
→ Executed accessibility-first design approach for users with disabilities to pass WCAG 2.2 checklist
→ Revamped the actionable insight reporting platform, enhancing the dashboard to filter data based on brands, retailers, products, campaigns, countries, and more, achieving in a 50% reduction in the time needed to find WTB data
→ Introduced a unified consistent dashboard, collecting all client facing tools to form single point of access for both clients and internal users

ThisThat
Product Designer

NOV 2020 - AUG 2021
England - Remote

Survey social media on iOS and PWA mobile apps plus an analytical reporting web platform for the results

→ Researched Gen-Z behaviors dealing with surveys and Conducted focus groups with 3 marketing agencies and 5 influencers
→ Built a consistent design for 4 different survey types including: This/That, multiple choices (including single selection and multiple selections), tournament, and collection
→ Analyzed and recreated the whole Ask scenario, results and share, all types of filters and search, and Influencer's pages to create a scalable analytical reporting panel

SMILE IT Solutions
UX/UI Designer

APR 2020 - NOV 2020
England - Remote

1,000,000+ users, web and mobile app for the energy suppliers in England

→ Interviewed and researched for 4 types of users: managers, engineers, suppliers, customers
→ Crafted new brand identity featuring a new logo and a comprehensive color palette
→ Benchmarked 4 successful energy supplier products and improved current information architecture, sketched wireframes, and generated high-fidelity prototypes

IranTalent
UX/UI Designer

JUN 2018 - APR 2020
Tehran

Online Job Fair system for HR interviews between employers and candidates

→ Mapped the user's journey for 3 types of users: employers, candidates, interviewers
→ Built wireframes iteratively and made UI based on Material Design both on web pages and mobile app
→ Conducted over 100 usability tests and user interviews after launching job fairs to discover HR and candidates experiences, driving a 25% reduction in user drop-off points

SaaS automation system for the internship courses of university of Tehran

→ Interviewed students, professors, company's supervisors, university administrators and made personas
→ Implemented a flexible scheduling process for all types of users
→ Produced a white-label framework to achieve easily customizable system based on university branding
→ Conducted user testing and worked closely with the dev and QA teams to ensure the quality of application

Hami System Sharif
Lead UX/UI Designer

JUN 2016 - MAY 2018
Tehran

MCI (Mobile Telecommunication Company of Iran) The largest mobile operator in Iran

→ Led a team of 3 UX designers to deliver 24 new features on both website and mobile application (Android / iOS)
→ Redesigned the whole website based on reported issues on the old version
→ 5,000,000+ Downloads from Cafe Bazaar and 1,000,000+ Downloads from Google Play

Dowlat-e-hamrah, The official website and mobile application of Iran's government

→ Aggregated 20 services from over 10 ministries, including Civil Registration, Insurance, and Sports
→ Designed main brand identity of Dowlat-e-hamrah (A comprehensive brand book which includes logo, pictograms and icons, color pallet, form layouts)

DESIGN SKILLS	TECHNICAL SKILLS	SOFT SKILLS	EDUCATION	CERTIFICATES
→ Design Thinking	→ Figma and FigJam	→ Effective Collaboration and Communication	Bachelor of Science in Computer Software Engineering	Interaction Design Foundation
→ Persona Creation	→ Adobe Illustrator	→ Communication and presentation		→ Mobile User Experience Design
→ Information Architecture	→ Adobe Photoshop	→ Cross-functional Team Player		→ Information Visualization Getting Dashboards Right
→ Journey Mapping	→ Jira, Confluence	→ Prioritization and time management	Azad University Central Branch	→ UI Design Patterns for Successful Software
→ Prototyping	→ React.js (Basic)		Tehran - Iran	
→ Usability Testing	→ JavaScript			
→ A/B Testing	→ HTML/CSS			
→ Responsive Design				