Mohsen Taghizadeh

`Product Designer` `Experienced UX/UI Designer`

A product designer in love with web and mobile interface design / UX design.

With a background of working in computer software programming, I have helped businesses and development teams for 7 years to create meaningful, satisfying and enjoyable products for their users. Having experience in scrum product management methodology, I am extremely organized with the ability to work both independently or as part of a cross-functional team.

Contact

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Experiences

ThisThat https://thisthatapp.com

Senior Product Designer NOV 2020 - Present (Full time – Remote)

There are 3 platforms including the iOS and PWA mobile applications and an analytical platform to deeply view all the results of the survey.

- User researching to recognize the needs and pain points of Gen-Z group of users and also users in the analytical marketing agencies section and individual influencers.
- Discovering frictions in current flows and initiated the new improved user journeys.
- Conducting user testing iteratively to gain more insight about how users interact with the mobile application and how to make a friction-less flow for them.
- Expanding a consistent design for 4 different survey types including This/That, multiple choices (including single selection and multiple selections), tournament, and collection.
- Analyzing and recreating the whole Ask scenario, results and share, all types of filters and search, and Influencer's pages to create scalable analytical panel.

SMILE IT Solutions https://atom.aesmetering.com

Senior UX/UI Designer APR 2020 – NOV 2020 (Full time – Remote)

Having more than 1,000,000 users, the company activity is in the Field Service Management (FSM) and they are building web and mobile app software for energy suppliers in England.

- Interviewed and researched for 4 types of users: managers, engineers, suppliers, customers
- Designed new brand identity including a new logo and a comprehensive color palette.
- Benchmarked successful products to build the product aligned with the market and users.
- Developed a comprehensive design system for web and mobile based on Material Design.
- Improved information architecture, design wireframes, and high-fidelity prototypes.
- Created new features and checking current user flows iteratively in user testing sessions.
- Worked collaboratively with dev team based on Jira and Confluence software.
- 3 suppliers bought our service after the redesign and others were at the negotiation

Experienced in

- User Interface Design
- User Experience
- Design Thinking
- User Research
- Persona Creation
- Information Architecture
- Sketching
- Wireframing
- Prototyping
- Usability Testing
- Mobile App Design
- Enterprise Website Design
- Responsive Design
- Material Design
- Human Interface Guidelines

Tools

- Figma
- Adobe XD
- Sketch
- Zeplin
- Adobe Illustrator
- Adobe Photoshop
- Adobe Animate
- InVisionApp
- Confluence and Jira

Familiar with

- HTML / CSS
- JavaScript
- ActionScript 3.0
- ReactJS
- Object Oriented Patterns

IranTalent
www.irantalent.com

Lead UX/UI Designer   JUN 2018 - APR 2020 (Full time)

Directed UX/UI team members, assessed developers, and collaborated with product owners to transform the business expectations to deliver adjusted clean software for all targeted users.

Creating an Online Job Fair System for employers and candidates

- Conducted UX research and benchmarking about successful similar services.
- Discovered multiple Personas for each type of user
- Proposed the user's journey for 3 types of users: employers, candidates, interviewers.
- Built iteratively wireframes of web pages and mobile app, test and Upgraded them.
- Illustrated user interfaces and working with layout, color palettes, typography, etc.
- Organized surveys after launching job fairs to discover HR and candidates' experiences.

University of Tehran Internship automation system

The old system was based on huge paperwork and offline flows. We offered a constructive solution based on a centralized web app under the SaaS approach to connect companies and students with university supervision.

- Interviewed 4 types of users: students, professors, company's supervisors, University administrators.
- Invented a flexible scheduling process for all types of users.
- Produced a white-label system to achieve easily customizable system based on branding.
- Conducted user testing and A/B tests to eliminate issues and improve pages.
- Collaborated with dev and Q.A. team to ensure the quality of implemented application.

It was a successful software and we achieved to the point that 12 other universities acquire the platform and this number is Increasing.

Hami System Sharif   www.hamisystem.ir

Lead UX/UI Designer   JUN 2016 – MAY 2018 (Full time)

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

- Recreated the whole website based on lots of complicated issues in the old version
- Completed 24 new features on both website and mobile application (Android / iOS)
- **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

Created the mobile application and website of the project based on more than 20 services from different ministries like Civil Registration, Insurance, Sports, and etc.

- Designed main brand identity of Dowlat-e-hamrah (A comprehensive brand book which includes logo, pictograms and icons, color pallet, form layouts, ...)
- **200,000+** Downloads from Cafe Bazaar

Certificates

Interaction Design Foundation

- Mobile User Experience Design
- Information Visualization: Getting Dashboards Right (in-progress)
- UI Design Patterns for Successful Software (in-progress)

Education

Bachelor of Science in Computer Software Engineering - Central Branch of Azad University

Tehran - Iran