

Mohsen Taghizadeh

Product Designer

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

Portfolio & case studies available at

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EXPERIENCES

PriceSpider

Senior Product Designer

SEP 2021 - Present
The Netherlands

Developed an omnichannel Where To Buy technology, seamlessly linking global brand websites, campaigns, and ads to online and local retailers

- Created an inclusive, responsive WTB widget supporting online retailers and local stores
- Led the iterative development of a WTB widget, improving usability and accessibility across various platforms
- Applied 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 a 35% reduction in the time needed to find WTB data
- Introduced a unified consistent dashboard, collecting all client facing tools to form a single point of access for both clients and internal users

ThisThat

Senior Product Designer

NOV 2020 - AUG 2021
England - Remote

Enhanced survey-based social media experiences on iOS & PWA mobile apps with advanced analytical reporting dashboard

- Researched Gen-Z behaviors dealing with surveys and organized 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

Senior 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, and 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

Lead 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
- Led 30+ usability tests and interviews after launching job fairs to refine HR and candidates experiences, reducing user drop-off by 25% through usability testing and iteration

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, enabling effortless system customization 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

UX/UI Designer

JUN 2016 - MAY 2018
Tehran

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

- Managed 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 10+ ministries, including Civil Registration, Insurance, and Sports
- Designed the Dowlat-e-hamrah brand identity creating a comprehensive brand book with logos, pictograms and icons, a color palette, and form layouts

DESIGN SKILLS

- Design Thinking
- Persona Creation
- Information Architecture
- Journey Mapping
- Survey Design & Insight Gathering
- Prototyping
- Usability Testing
- A/B Testing
- Responsive Design

TECHNICAL SKILLS

- Figma and FigJam
- Accessibility WCAG 2.2
- Design System Specialist
- User Research & Testing Tools
- Adobe Illustrator & Photoshop
- Jira, Confluence
- React.js (Intermediate)
- HTML/CSS/JavaScript

SOFT SKILLS

- Cross-Functional Collaboration with Dev Teams
- Stakeholder Alignment
- Empathy & User Advocacy
- Facilitating Design Workshops
- Efficient Time And Priority Management
- Data-Driven Decision-Making

EDUCATION

- Bachelor of Science in Computer Software Engineering, Azad University Central Branch, Tehran - Iran
- Active Member of Interaction Design Foundation (IDF)