Pouria **Mousavi**

Senior Product Designer

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Experienced Senior Product Designer with 8 years in the field and a software engineering background. Skilled in a range of design tools, including Figma (with experience developing plugins), Sketch, and Miro. Adaptable, agile, and highly efficient in time management. Excels in problem-solving, with a talent for balancing business and user needs to create profitable, user-friendly products. Proven track record of delivering high-quality designs on time and within budget. A valuable addition to any design team.

Skills

- Usability Standards
- Mockups and prototypes
- Organization and Time Management
- Problem-Solving
- User Research & Data Analysis
- Information Architecture and IA-Based Researchs
- WCAG Accessibility Standard

Work History

2020-10 - Current

SENIOR PRODUCT DESIGNER

Zylem Process Mining Solutions, London

- Designed new process mining product from scratch, taking courses to learn domain of Process Mining
- Managed development of in-house design system, including Brand Guideline implementation
- Designed and developed user interactions for highly complex product, ensuring usability for various user types
- Maintained clarity and ease-of-use for viewer persona, while keeping information architecture synchronized with 3-step interactions
- Achieved 93% Task Success rate in usability testing, ensuring optimal user experience.

2020-02 - Current

SENIOR PRODUCT DESIGNER

Graph Security Solutions, Tehran

- Conducted usability testing to establish user experience KPIs in accordance with industry standards

- Created and tested prototypes for new solutions, resulting in efficiency increase from 87% to 95% after 15 user tests
- Designed ATD360 platform from scratch, integrating four distinct products
- Attained Task Success rate of 97% on usability tests for ATD360
- Updated and managed in-house design system.
- Managed multiple projects effectively in demanding environment with tight deadlines.

2021-09 - 2022-06   **DESIGN TEAM LEAD**

Co-Life Health Care Solutions, Tehran

- Conducted comprehensive research on two distinct user personas, engaging total of 17 users
- Designed intuitive flow for daily tasks of primary user persona, encompassing test requests and patient dashboard results viewing
- Successfully decreased Time on Task (TOT) for primary task from 35 seconds to 20 seconds
- Boosted user flow satisfaction from 40% to 95%, elevating user experience and satisfaction levels.

2019-04 - 2020-02   **UI/UX DESIGNER & DESIGN TEAM LEAD**

Chista Rayaneh Pars, Tehran

- Conducted 3 comprehensive research phases, each comprising 15 user interviews, for 3 distinct personas
- Analyzed data from 350 surveys completed by 3 personas
- Designed interaction for all features in "Shenidar" product
- Provided leadership to team of 4 designers as design team leader.

2017-06 - 2019-04   **UI DESIGNER & FRONT-END DEVELOPER**

Iran DNN, Tehran

- Designed and developed engaging user interfaces for web and mobile applications
- Created wireframes, prototypes, and high-fidelity designs to meet stakeholder vision and goals
- Implemented 12 designs using HTML, CSS, and JavaScript
- Built responsive, mobile-first designs that are optimized for performance and accessibility
- Used build tools such as web-pack and gulp to improve workflow efficiency
- Effectively communicated ideas to team members to achieve project goals and deadlines.

2014-06 - 2017-06   **GRAPHIC DESIGNER**

Farabi Accelerator Tehran, Tehran

- Designed UI for 8 startups, ensuring visuals effectively communicated brand's message to target audience
- Crafted brand guidelines for 10 brands, ensuring consistent and coherent brand identity across all marketing channels
- Streamlined communication and collaboration between UX team, marketing, and development, resulting inefficient and effective design

processes.

Education

2015-10 - 2019-10 **Bachelor of Science: SOFTWARE ENGINEERING**

Shahid Beheshti University Iran - Tehran

Certifications

6 Years of User Research and Data Analysis: Design Thinking, Qualitative and Quantitative Data Analysis and Reporting, Strategic Me

4 Years of Testing: Usability Expert, A/B Testing, Hotjar & Google Analytics, Strategic Method Selection

6 Years of Interaction Design: WCAG Accessibility's Standard, Micro Interaction Design

8 Years of Prototyping: UI Design, Low-Fidelity Prototyping

6 Years of IA and Flows: User Flow Design, Information Architecture (Tree Based & Domain Based), Task Flow

2 Years of Programming: HTML/CSS Expert, React Js(Intermediate with developed projects)

Software

Figma

Protopie

Figjam

Miro

Sketch

Photoshop

Illustrator

Languages

English

Persian

Interests

Game Design

Music Theory (I play Guitar and Piano)

Neural Networks

Depp Learning