

POURIA MOUSAVI

Product Designer

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EXPERIENCE

Product Designer

Graph Security Solutions 2020 - Present Tehran

- Conducted **5 usability tests** and redesigned user flow, resulting in a **25% improvement in TOT rate**.
- Redesigned IA after two **card sorting and tree testing** sessions, leading to a **15% increase in task success rate**.
- Developed a new user flow across four products at Graph Company, resulting in a **significant 40% increase in customer satisfaction** based on **data provided by the marketing team**.
- Created and designed a new all-in-one platform, leading to a significant **21% increase in product sales**.

Product Designer

Zylem Process Mining Solutions 2018 - 2021 London(Remote)

- Conducted exploratory research, including **17 interviews and 357 surveys**, to define **persona profiles, MVP features** and core value resulting a **20% increase in user engagement**.
- Designed the Zylem Connector, leading to **MCI, Iran's largest ISP, becoming our first customer and generating fundraising of \$80,000**.
- Planned and executed two-phase **usability tests** for the "process map" feature, driving a notable **20% improvement in task success rate**.

Product Designer

Co-Life Health Care Solutions 2016 - 2018 Tehran

- Redesigned the primary persona's laboratory admission **flow**, resulting in a significant **72% improvement in task success rate**.
- Designed an in-house design system, enhancing efficiency and collaboration among team members.
- Designed a modern **admin panel** for lab administrators, resulting in a **10% increase in daily patient admissions** and a **2% rise in overall revenue for the organization**.

UI/UX Designer

Chista Rayaneh Pars 2014 - 2016 Tehran

- Conducted three-phase research (interviews and focus groups) resulting in **user flow changes for four features**, leading to a **34% satisfaction rate improvement** on app stores.
- Collaborated with the marketing team to **create visually compelling assets and promotional materials**, resulting in a **25% increase in app downloads** and subscriptions.

UI Designer & FrontEnd Developer

Iran DNN 2013 - 2014 Tehran

- Designed and developed over 5 high-fidelity** mockups and prototypes, utilizing tools such as Sketch and Figma, to communicate design concepts and interactions.

Game Designer

Mazeroom Escaperoom 2021 - Present Karaj

- Developed a successful escape room experience with a **monthly revenue of 100 million Iranian Rials**, covering scenario, gameplay, mechanics, narrative, characters, riddles, and puzzles.

SUMMARY

Data-Driven product designer with **8 years** of practical expertise. Contributed to the development of **4 different enterprise products** across various industries. Skilled in conducting a variety of **research methods for both exploratory and testing purposes**.

SKILLS

Domain-Based Research Planning

Test Methodology Expert

Qualitative Data Analysis

Quantitative Data Analysis

Web Content Accessibility Guidelines

Design System Management

Hotjar Expert

Google Analytics

React.js

Game Design

Prototyping

Design Thinking

User Research

STRENGTHS

💎 Software Engineering + Data Mining Background

I'm an expert in choosing methodologies and conducting researches and tests.

EDUCATION

Software Engineering, BA

Shahid Beheshti University, Iran

09/2015 - 09/2019 Tehran

HCI

Rahnema College, Iran