

# POURIA MOUSAVI

## Product Designer

+98 912 60 33 576 @ pouria.contact@gamil.com <https://pouria.design>

### EXPERIENCE

#### Product Designer

Graph Security Solutions 02/2020 - Present Tehran

Leading multi-product company in Iran's security software market.

- **Improved Task On Time (TOT) rate by 25%** by conducting **usability tests** with 12 participants and redesigning the user flow based on their feedback.
- **Increased task success rate by 15%** by redesigning the information architecture (IA) after two **card sorting and tree testing** sessions.
- **Increased Design Maturity Level** and established a powerful design team and culture within 3 years, transforming a tech-based company into a design-led one.
- Led the creation and design of a **new all-in-one platform**, resulting in a **21% increase in product sales**.

#### Product Designer

Zylem Process Mining Solutions 03/2018 - 02/2021 London(Remote)

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

#### Product Designer

Co-Life Health Care Solutions 02/2017 - 03/2018 Tehran

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

#### UI/UX Designer

Chista Rayaneh Pars 02/2016 - 02/2017 Tehran

- Conducted three-phase research (interviews and focus groups) resulting in **user flow changes for four features**, leading to **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 & Front-End Developer

Iran DNN 07/2015 - 02/2016 Tehran

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

### SUMMARY

**Product Designer with 8+ years of experience** designing and launching enterprise products in complex domains, including data mining, security, healthcare, and lab management. Proven ability to conduct user research, generate creative solutions, and collaborate with cross-functional teams to deliver products that optimize user experience and drive business growth. Passionate about **creating simple, straightforward solutions for complex problems**.

### EDUCATION

#### Software Engineering, BSc

Shahid Beheshti University

09/2015 - 02/2021 Tehran, Iran

#### HCI Certificate

Rahnema College, Iran

07/2019 - 09/2019 Tehran, Iran

#### UX Design Certificate

Tehran University

03/2019 - 04/2019 Tehran, Iran

#### UX Research Certificate

Tarbiat Modares University

01/2018 - 03/2018 Tehran, Iran

### SKILLS

#### Domain-Based Research Strategy

Usability Test Qualitative Data Analysis

Quantitative Data Analysis

Accessibility Guidelines Design System

Hotjar Google Analytics React.js

Game Design HTML/CSS

Design Thinking UI Design

## HCI Lab

Shahid Beheshti University

02/2017 - 02/2021

I established the Human-Computer Interaction (HCI) laboratory at our university, marking its inception. In the lab, we conducted regular knowledge-sharing sessions every other day and organized weekly User Experience (UX) workshops. In my role as a mentor, I successfully contributed to the development of numerous valuable products from the HCI lab.

## 4 Free UX Design Courses

Self-Employed

I organized free UX courses, each spanning 40 hours with 20 participants divided into five teams. As a mentor, I guided them in creating their initial design projects, which helped pave the way for their careers as junior designers in various companies. I conducted this course four times.

### 💎 Software Engineering + Data Mining Background

With my software engineering background and experience as a front-end and back-end developer, I have a deep understanding of the feasibility of solutions I design, even under tight deadlines.

### 💎 Game Design Education

I've pursued independent study in game design due to my strong passion for crafting engaging gaming experiences. As a result, I've successfully created an escape room entirely from scratch, and it is currently available for reservations on Iranian escaperoom ticket booking platforms such as t4f.ir (search for "اختیار").