



Afshin Tavakkoli

(UI/UX Designer)

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Linked In: www.linkedin.com/in/afshin344/

Portfolio: <https://www.afshix.com/>

Summary

A UI/UX designer with over 6 years of experience in various digital platforms including responsive Web pages, Native apps, PWA, and Design systems. Expert at collaborating with startup teams in implementing UI/UX design strategies to deliver experience design and improvement for more than 6 projects in several industries through streamlined processes and optimized workflows.

Skills and technical Proficiencies

1. User experience

- User-centric Design
- Mobile App Design
- Responsive web design
- Wireframing
- Prototyping
- Usability testing
- User Research
- Accessibility
- Gamification
- Scrum Framework

2. User interface tools

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Balsamiq Wireframes
- Zeplin
- Marvel
- Familiar with (Html, CSS,
- Bootstrap)
- Logo Design (Typograph)

Professional Experience

1. Motoproz, United Kingdom

UI / UX Designer

09/2023 – 02/2024

- A web-based platform designed for effortless pricing, buying, and selling pre-owned cars. This mobile-first website is set to evolve into either a Progressive Web App (PWA) or a native application. The product led the business to a 40% improvement.
<https://motorproz.co.uk/>

2. Houmify, United States

UI / UX Designer

01/2021 – 09/2023

- Designing the user experience also user interface and coordinating for a team dedicated to the redesign of a website focused on connecting users with real estate agents.
<https://houmify.com/>

3. **Giftpals, United States** 01/2021 – 09/2023
UI / UX Designer
 - Key role in conceptualizing the interaction design and experience for a website dedicated to facilitating the buying and selling of gift items. I was responsible for creating a visually engaging and intuitive design that seamlessly guided users through the process of selecting and exchanging goods intended for gifting purposes. After usability testing, it was found that this design improved user accessibility to results by up to 60%.
<https://giftpals.com/>

4. **Rayan Kavesh Hirkan, Iran** 02/2020 – 01/2021
UI / UX Designer
 - A dual role of UI/UX Designer and Project Manager for an application catering to municipal waste collection and recycling. This encompassed the design of two distinct Android mobile apps (one tailored for staff and the other for users). This project involved several elements to ensure a seamless user experience while concurrently overseeing the work of front-end developers.
 - A comprehensive software solution aimed at delivering medical equipment and services to homes via two mobile apps (the user version and the staff version). My role involved ensuring an optimal user experience and User-centered design through thoughtful design while also Leading the various aspects of the project to guarantee its successful execution.

5. **Post Bank of Iran, Iran** 10/2009 – 01/2020
UX Consultant
 - Head of bank representative offices for 8 years
 - The UX consultant for the last two years to improve the bank counter processes and also ideation and design of communication software bridging cellphones and personal computers, ensuring a secure data transfer experience. My focus included crafting an intuitive interface for effortless interaction.

6. **Farniroo Sharq company, Iran** 03/2004 – 02/2009
Graphic designer
 - Macromedia Flash Senior Designer and Computer technical expert (Part-time)

Additional Experience

- Teaching graphic applications as a web-pages-design tool at Tehran Institute of Technology

Education

- **Associate's Degree in Computer Science (Software Engineering)**
Khayyam University - Mashhad - Iran

- **Bachelor's Degree in Computer Science (Hardware Engineering)**
University of Shomal - Amol – Iran

Language

- **English** | Conversational
- **Persian** | Native

Professional Training and Certificates

- 1. Faculty of Entrepreneurship, University of Tehran**
 - User Experience Design (UX)
 - User Interface Design (UI)
 - Financial Intelligence
- 2. Google (online courses on Coursera.com)**
 - Foundations of User Experience (UX) Design
 - UX Design process: Empathize, Define, and Ideate!
 - Build Wireframes and Low-Fidelity Prototypes
- 3. Interaction Design Foundation (IDF)**
 - Design for the 21st Century with Don Norman
 - Accessibility: How to Design for All
 - Gamification - Creating Addictive User Experiences
 - Human-Computer Interaction (HCI)
 - UI Design Patterns for Successful Software
 - UX Management: Strategy and Tactics
 - User Research - Methods and Best Practices
 - Psychology of E-commerce
 - Mobile User Experience Design
 - Web Design for Usability
- 4. Imperial College London**
 - User Creative Thinking: Techniques for Success
- 5. Iran Technical & Vocational Training Organization**
 - Adobe Photoshop CS
 - Adobe Illustrators CC
 - General pedagogical methods

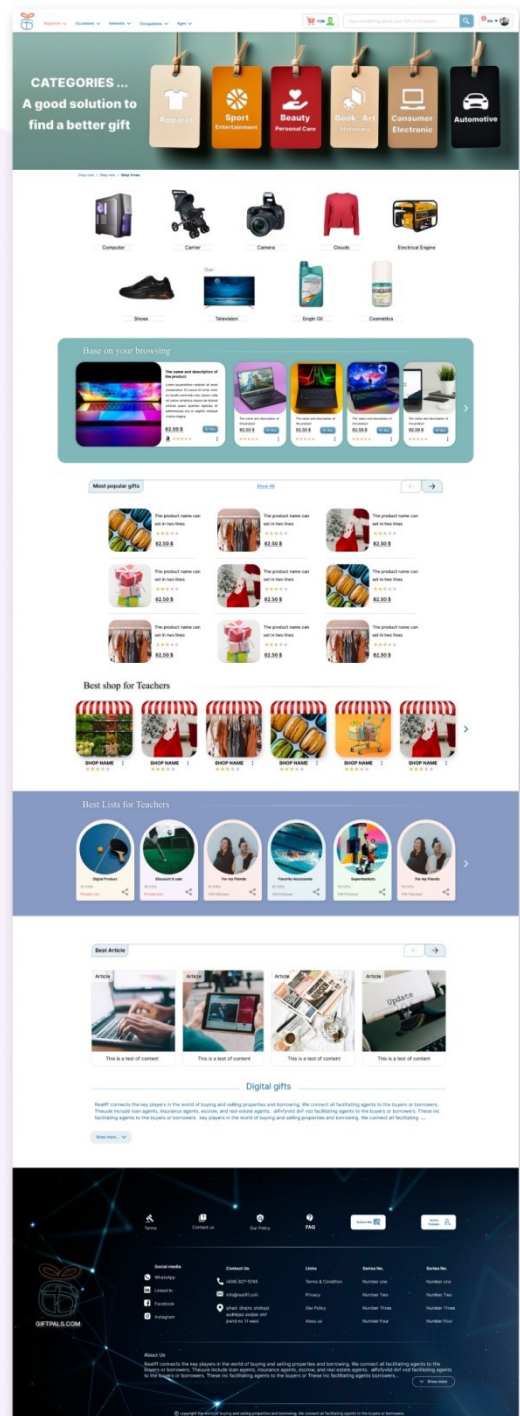
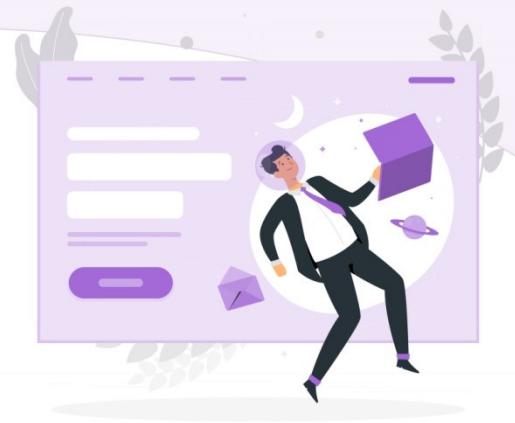
Achievements

- [Utilization of new technologies to improve the UX and Accessibility](#)
- [Second place in the U.S. Endourological Society Logo Design Contest](#)

Portfolio

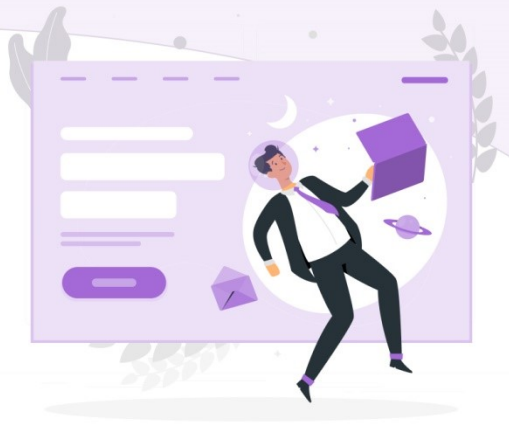
Web Pages

Sample web pages designed for the Giftpals affiliate marketing service.



Multiple Use

A sample of static web pages, including a landing page, a blog, and an AI-based user interface for Houmify.



A screenshot of a website titled "What happened today in history?". The main header shows "< [28 July] >" and a navigation bar with tabs for Overview, Events, Birthday, Wedding, and Death. The content is organized into sections: Events (1977 - Maryam Mirzakhani), Birthday (1863 - Alfred Nobel), Wedding (1953 - William Borchers), and Death (1980 - Avenza). Below these are several article thumbnails with titles like "This is a test of content". The footer includes social media links, contact information, and a privacy policy link.

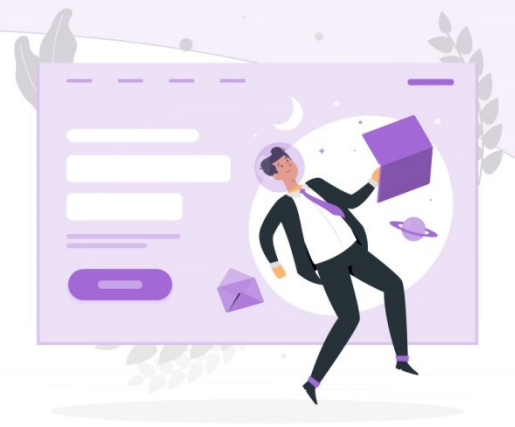
A screenshot of a real estate website landing page. The header features a navigation bar and a search bar with a "Realff!" button. Below is a hero section with a house image and a call to action: "Work with rebate real estate agents and receive a rebate up to 2% of your purchase price". A grid of service icons follows, including "Get Consulting from Realff!", "Looking to buy property", "Needs of homeowners", "Agents business", and "Get the best loan". A "Realff special services" section includes a video player and a list of services from the first to the ninth. A "Rebate" section shows a video player and a "Learn Rates" button. A "FAQ" section lists questions about agent referrals and rebates. A "Location Base Agent Finder" map is also present. The footer contains social media links, contact info, and a copyright notice.

A screenshot of an AI-based user interface for Houmify. The interface is divided into several sections: a sidebar with filters for price range and location; a main area with a "The second question of user" and "The third question of user" section; a "Try Realff Solutions and suggestions, related to your answers" section with agent profiles for Erica Bentley; and a "Promotion Title" section. At the bottom, there is a "Location Base Agent Finder" map and a footer with social media links and contact information.

A screenshot of a real estate website footer. It features a grid of social media icons (WhatsApp, LinkedIn, Facebook, Instagram) and contact information including a phone number (+1 234 567 890) and an email address (info@realff.com). There are also links for Terms, Privacy, and Our Policy. The footer includes a copyright notice for 2023.

Simple and minimal

Dynamic page samples with minimalist design for Motoproze and responsive modal versions.



Motoproze

How it works? Blog Help

Sell your car like a pro!
Receive a competitive offer in just 30 seconds

Enter Reg
Mileage
Value my car

Sell Your Car Just in 3 Steps!

- 1 Free car valuation**
By providing us your registration and make we give an estimate value for your car.
- 2 Gathering best offers**
Once we have your car details, we will present you with the best offer!
- 3 Collection**
Once we have agreed on a price, a colleague will come, pay and collect your car.

Latest Blogs

Social media: Twitter, LinkedIn, Facebook, Instagram
Contact Us: 0800 827 5145, 0203 204888 Business Park, Greenfield, MK43DF
About Us: Team, Privacy, Our Policy, About Us
Help: Terms, FAQ, GAA, Managing

Sell your car like a pro!
Receive a competitive offer in just 30 seconds

Enter Reg Mileage Value my car

© 2023 Copyright Motoproze.com

Motoproze

How it works? Blog Help

GF57 XWH 89,100

Vehicle details Your details Your valuation

Valuation of your car: Ford Fiesta MK7

The valuation shown could vary. We aim to provide accurate valuation based on the condition and demand of your vehicle.

Excellent! ★★★★★

Estimated price: **£8,500**

Sell my car

I consent being contacted by a member of the team.

Latest Blogs

Social media: Twitter, LinkedIn, Facebook, Instagram
Contact Us: 0800 827 5145, 0203 204888 Business Park, Greenfield, MK43DF
About Us: Team, Privacy, Our Policy, About Us
Help: Terms, FAQ, GAA, Managing

Sell your car like a pro!
Receive a competitive offer in just 30 seconds

Enter Reg Mileage Value my car

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Specialized questions

1. Where is your desired location?

Buying a property Selling a property
Get a loan Buying + loan
Refinance

2. how much is you estimated budget?

States City Open the map!

3. Our suggestions and services according to your answers.

\$ 50,000 \$ 100,000 \$ 500,000 \$ 5,000,000

OK Cancel

Specialized questions

1. Where is your desired location?

Buying a property Selling a property
Get a loan Buying + loan
Refinance

2. how much is you estimated budget?

States City Open the map!

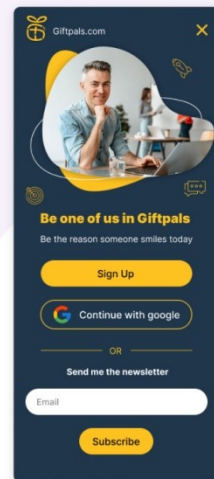
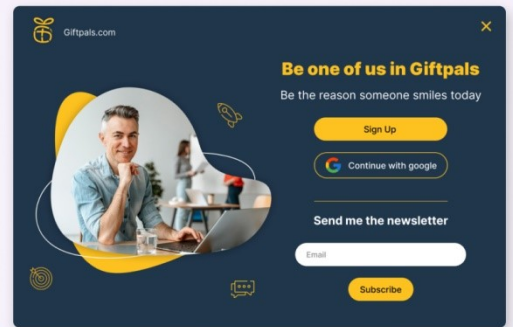
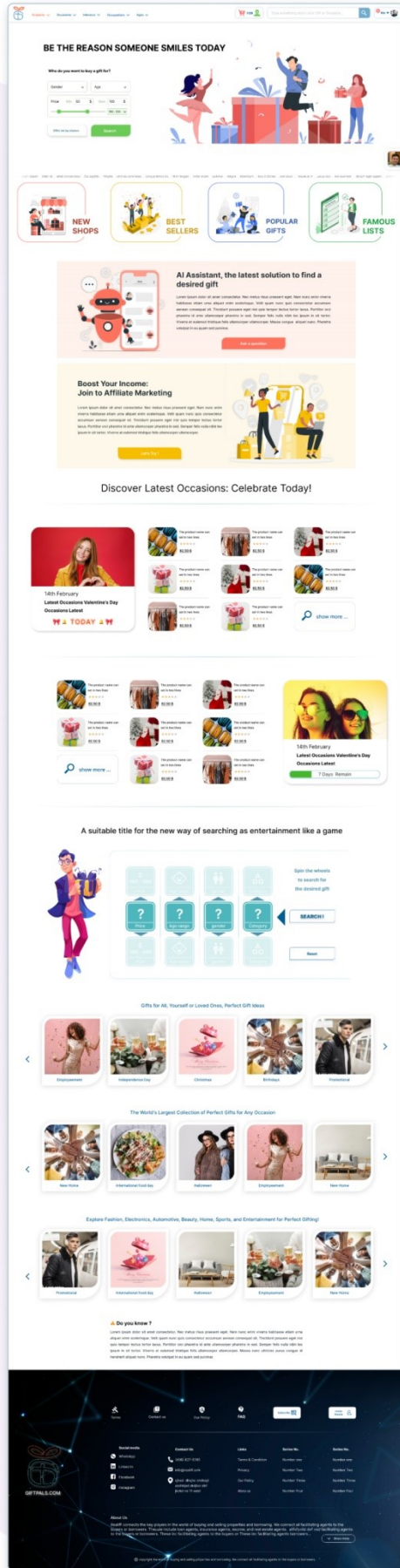
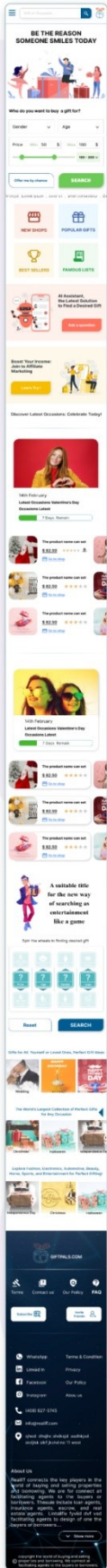
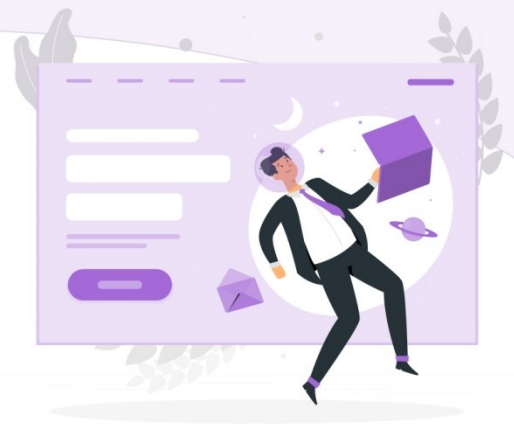
3. Our suggestions and services according to answers.

\$ 50,000 \$ 5,000,000

OK Cancel

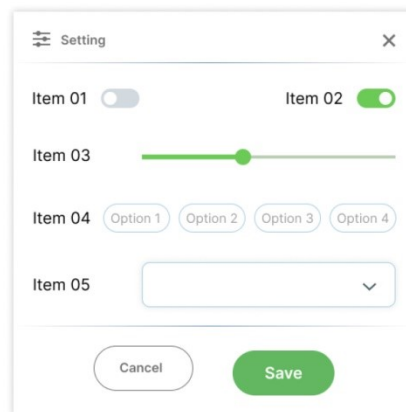
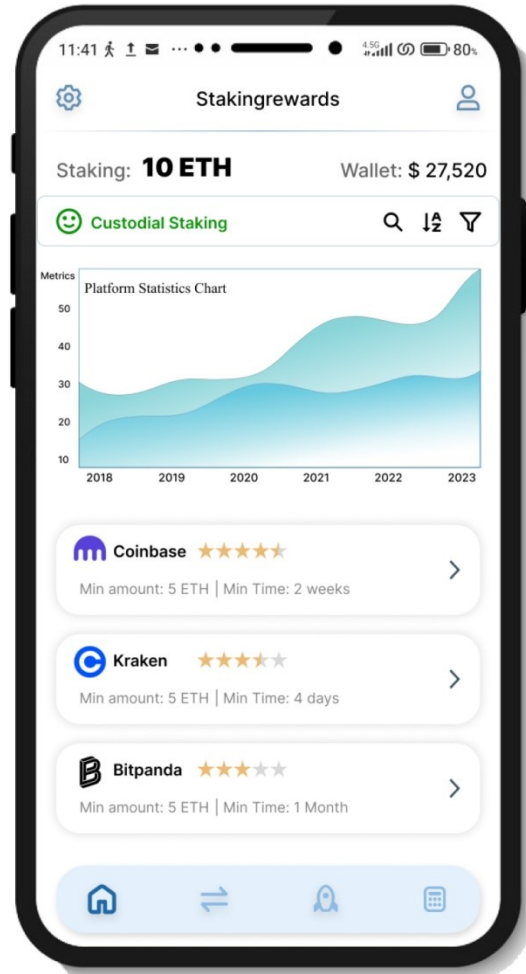
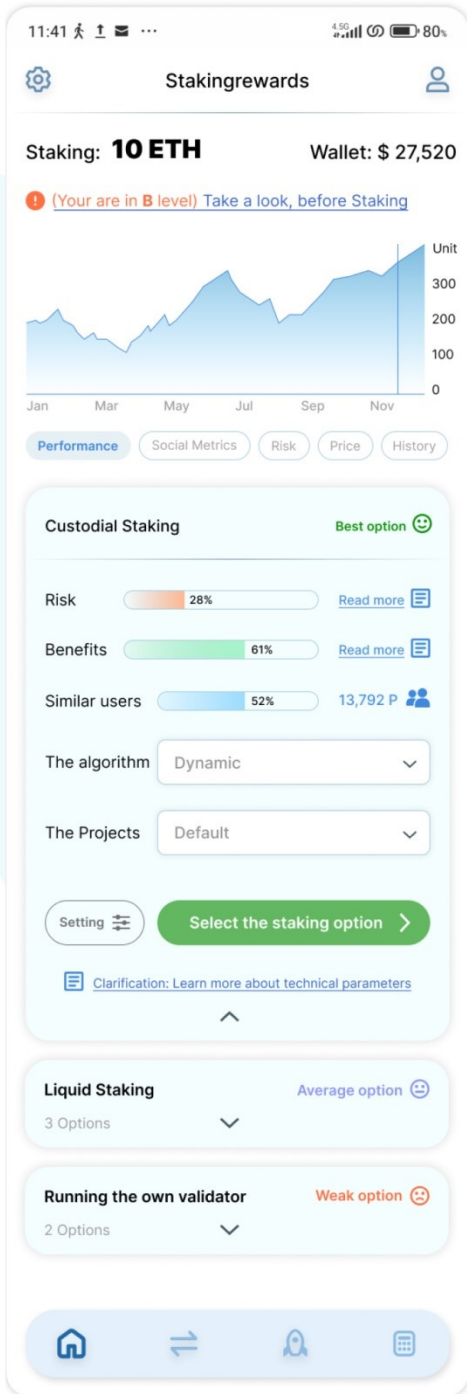
Responsive Design

Responsive landing page versions with an online sales approach and a user signup invitation popup.



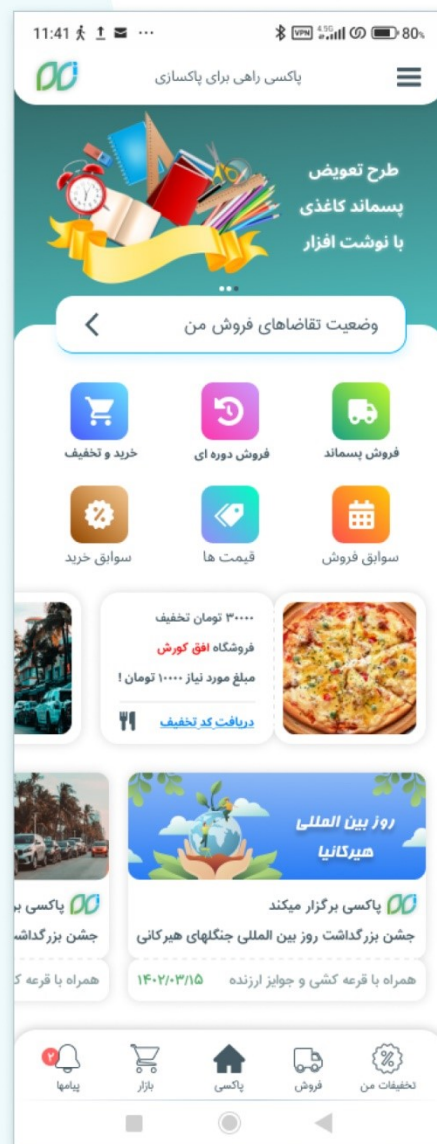
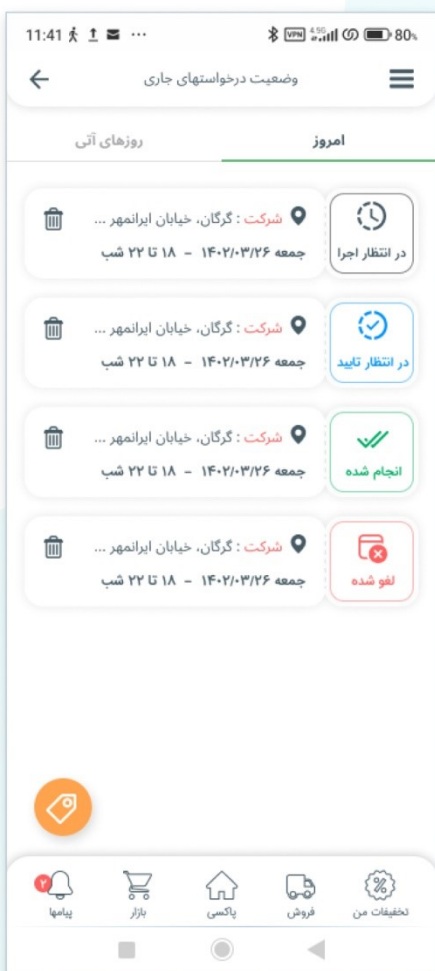
Native mobile App

A sample design of a native mobile application in the field of cryptocurrency.



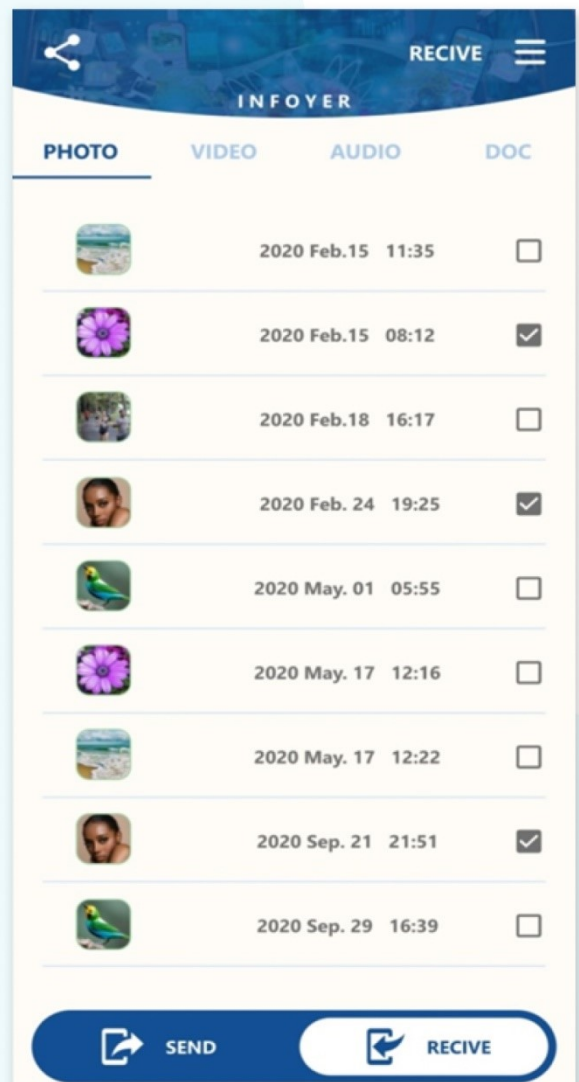
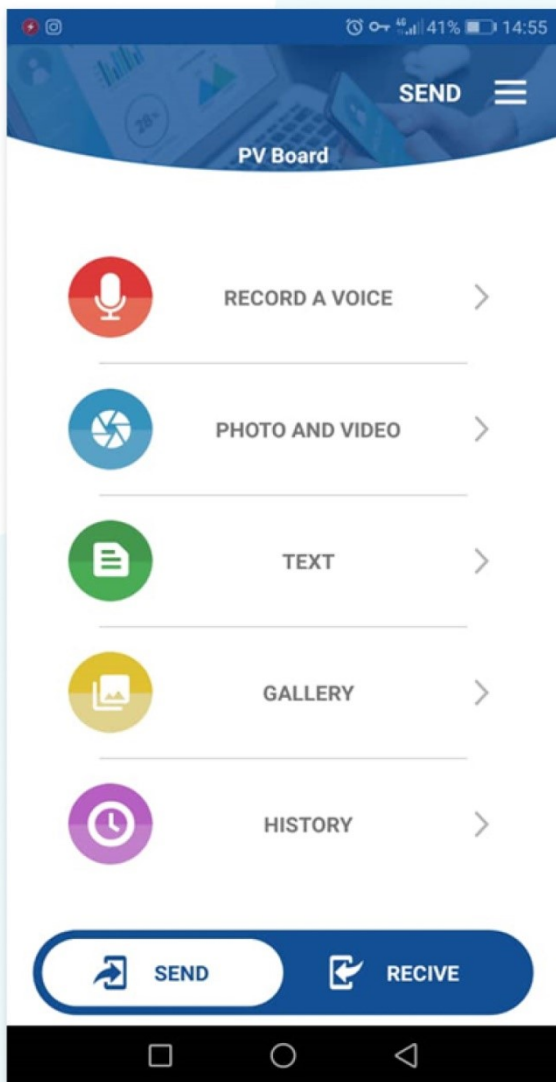
PWA, Web App

A sample design of a PWA and web app for providing local urban service solutions.



Multifunctional platform

Part of the app design involves data sharing between the user's devices (mobile and tablet versions).



First steps

The initial design includes service listing, sketches, and a structural chart with functional architecture.



1- Gift page

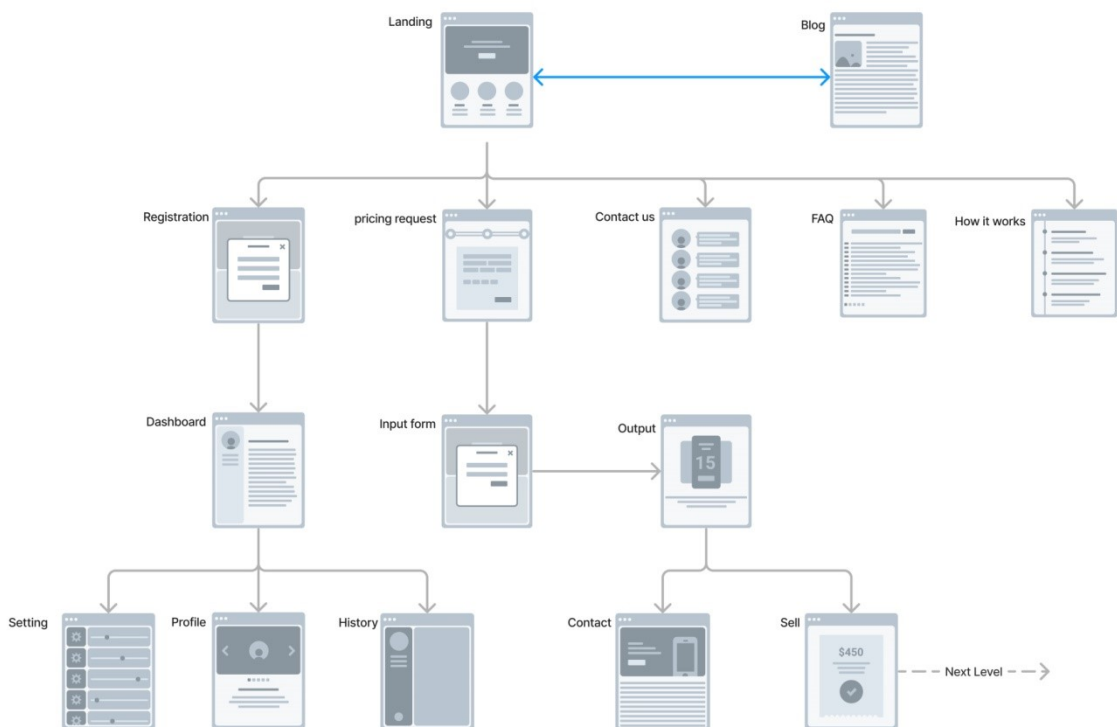
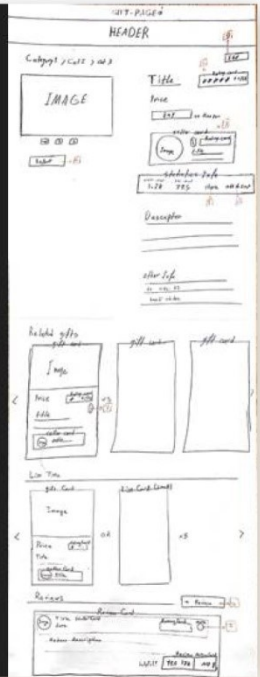
It's the Main page of Gyftpals where user can view single item(gift) details with it's related items and reviews.

Common Cards:

- Gift card [1]
- List card (small) [10]
- Seller card (small) [2]
- Review card [7]
- Statistics info [4]
- Rating card [3]

Actions:

- Create gift modal [9]
- Rating Details tooltip [3]
- Report modal [4]
- Share modal [1]
- Add to list modal [2]
- Create review modal [10]



As a generalist

Project schedule time sheet for MVP (Minimum value product)



Design Phase:

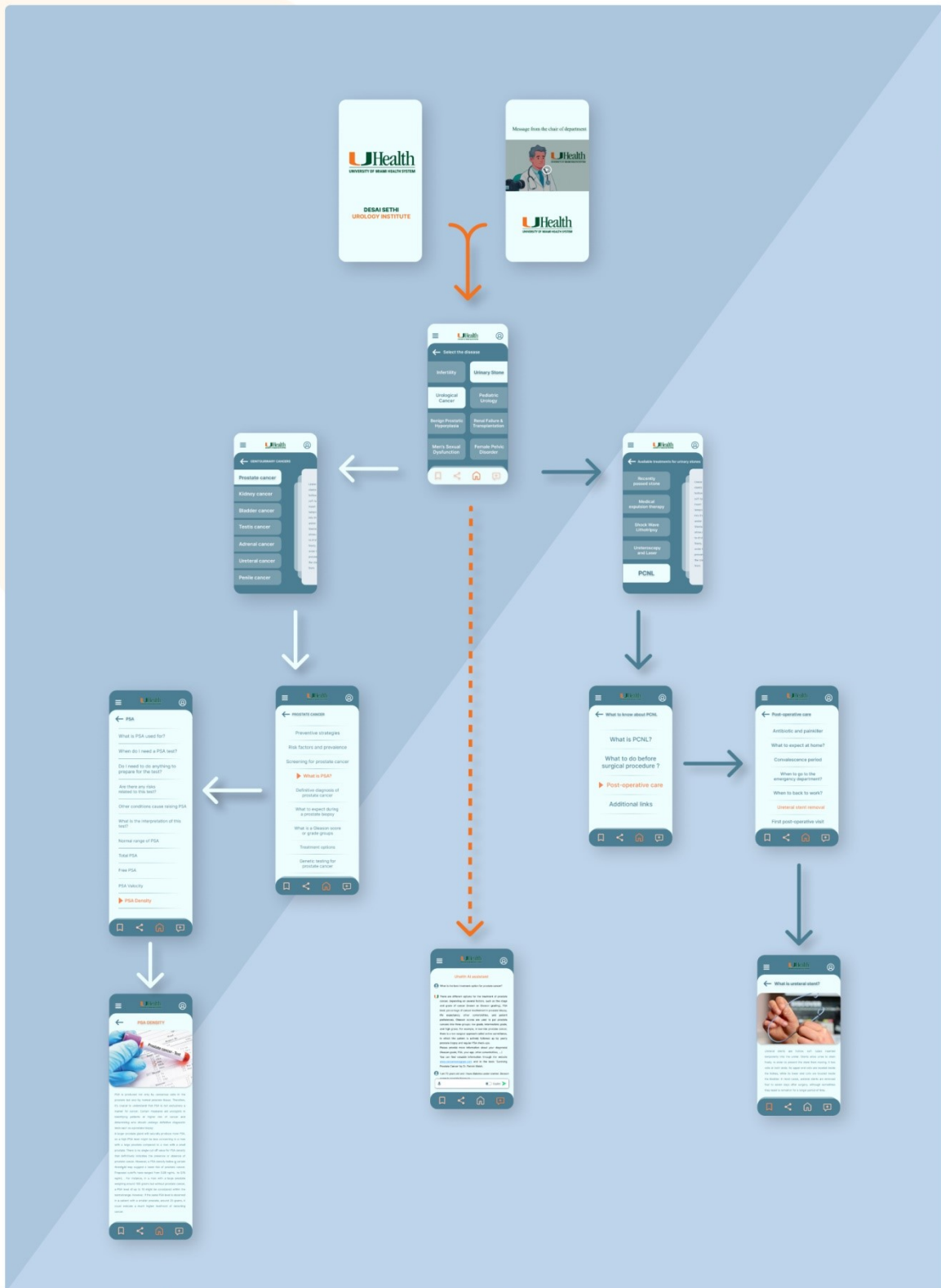


Implementation Phase:



Overview

A preliminary sitemap based on prototypes of a user journey process and flow.



Establish a Design System

No additional explanation is needed. Everything is here



A wireframe of a car valuation form, presented as two side-by-side columns of elements. The top section contains input fields for 'Mileage' and a car model 'GF57 XWH' with a value of '89,100'. Below this are several buttons: 'Value my car', 'Get my offer', and 'Sell my car'. The middle section contains form fields for 'First name', 'Email', and a dropdown menu for 'How do you describe your car?'. The bottom section features a progress indicator with three steps: 'Vehicle details' (Completed), 'Your details' (In progress), and 'Your valuation' (Pending). Below the progress indicator are navigation arrows and a 'No hidden charges' button. At the very bottom, there is a footer area with social media icons (phone, email, Instagram, WhatsApp, LinkedIn, Facebook, location, refresh) and a row of utility icons (lock, speech bubble, calendar, dollar sign, car, credit card, phone, and thumbs up).

Guideline

A good library can be like a friend by your side during all the critical moments of research.



	Desktop version	Mobile version
Call to action	<p>Sell your car like a pro! Receive a competitive offer in just 30 seconds <small>The error explanation.</small></p>	<p>Sell your car like a pro! Receive a competitive offer in just 30 seconds <small>The error explanation.</small></p>
How it works section	<p>Sell Your Car Just in 3 Steps!</p> <p>Free car valuation</p> <p>By providing us your registration and mile we give an estimate value for your car.</p>	<p>Sell Your Car Just in 3 Steps!</p> <p>Collection By providing us your registration and mile we give an estimate value for your car.</p>
Footer section	<p>Latest Blogs About Us Our Policy</p> <p>Sell your car like a pro! Receive a competitive offer in just 30 seconds</p>	<p>Latest Blogs Contact Us Account@proton.com</p> <p>Sell your car like a pro! Receive a competitive offer in just 30 seconds.</p>
Result page	<p>Valuation of your car : Ford Fiesta MK7</p> <p>The valuation shown could vary. We aim to provide accurate valuation based on the condition and demand of your vehicle.</p> <p>Excellent !</p> <p>Estimated price: £8,500</p> <p>I consent being contacted by a member of the team.</p> <p>Your request to sell your car has been received a team member will be in touch.</p> <p>Back to home</p>	<p>Valuation of your car: Ford Fiesta MK7</p> <p>The valuation shown could vary. We aim to provide accurate valuation based on the condition.</p> <p>Excellent!</p> <p>Estimated price: £8,500</p> <p>I consent being contacted by a member of the team</p> <p>Your request to selling your car has been sent. We call you as soon as possible.</p> <p>Back to home</p>
Blog listing page	<p>Page title (Example : Posts and Articles)</p> <p>Seeing Clearly Underwater: The Importance of Quality Equipment</p> <p>We sport that requires a high level requires tactical awareness, polo is a sport level of physical level of physical requires, requires tactical awareness, polo is a sport that of physical fitness fitness, tactical awareness. Water polo is... Read more</p>	<p>Page title (Example : Posts and Articles)</p> <p>The Importance of Quality Equipment for Water Polo Players</p> <p>Water polo is a requires demanding sport that requires a high level of physical fitness, tactical awareness... Read more</p>
Posts	<p>Home / Blog / Accelerate Your Sales: Proven Strategies and Tips for Successfully Selling Your Car Online and Offline</p> <p>Accelerate Your Sales: Proven Strategies and Tips for Successfully Selling Your Car Online and Offline</p> <p>Take High-Quality Photos</p> <p>Are you ready to part ways with your beloved car and pocket some extra cash? Whether you're upgrading to a newer model or simply looking to downsize, selling your car can be a rewarding experience with the right strategies in place. In this article, we'll explore proven tips and techniques to help you successfully sell your car, both online and offline.</p>	<p>Home / Blog / Accelerate Your Sales: Proven Strategies and Tips for Successfully Selling Your Car Online and Offline</p> <p>Accelerate Your Sales: Proven Strategies ...</p> <p>Take High-Quality Photos</p> <p>Are you ready to part ways with your beloved car and pocket some extra cash? Whether</p>
How it works page	<p>How it works?</p> <p>Free car valuation</p> <p>By providing us your registration and mile we give an estimate value for your car.</p>	<p>How it works?</p> <p>Free car valuation</p> <p>By providing us your registration and mile we give an estimate value for your car.</p>

Logo Design Samples

Logo design is a short way a for long concept.
Grphic design is attractive



Realiff.com



Giftpals.com



Yoga School



Pet Clinic



ELECTRICAL CONTRACTING INC.



Greenhouse