Afshin Tavakkoli
(UI/UX Designer)

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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**   01/2021 – 09/2023
   UI / UX Designer
   - 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
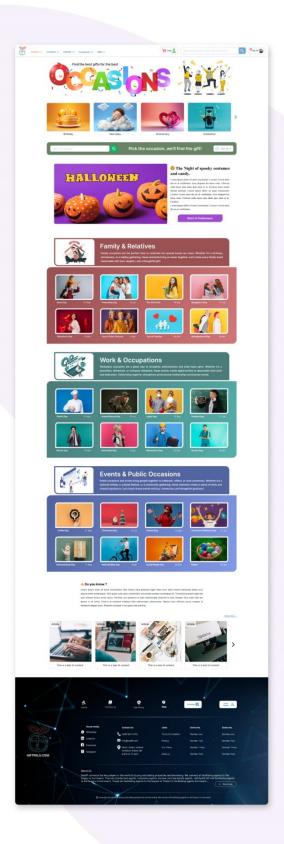   - General pedagogical methods

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

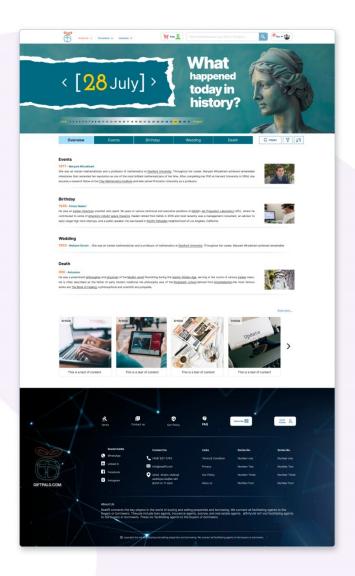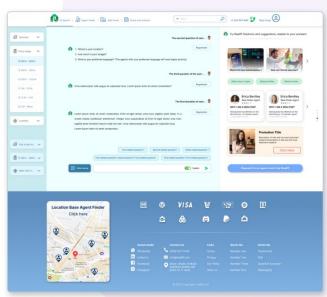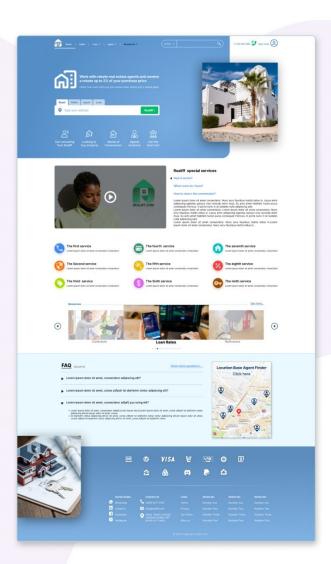Sample web pages designed for the Giftpals affiliate marketing service.

Multiple Use

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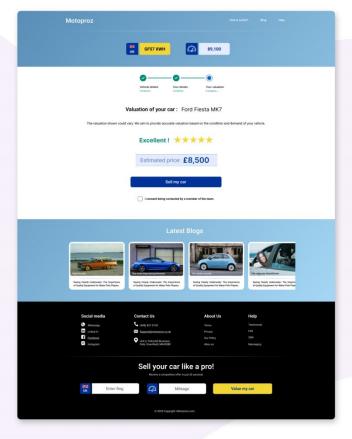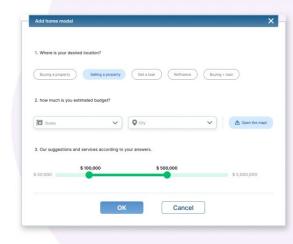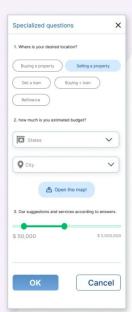
Simple and minimal

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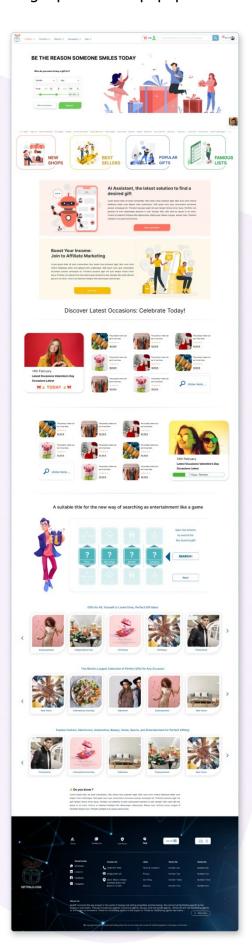for Motoproze and responsive modal versions.

Responsive Design

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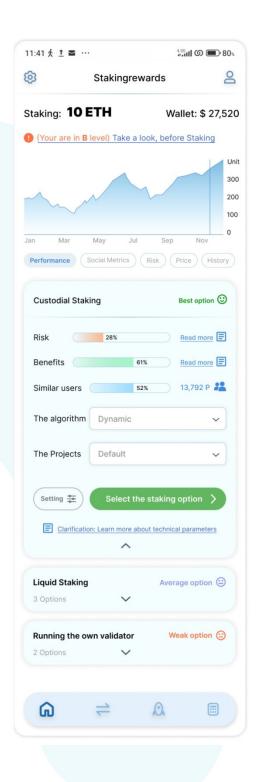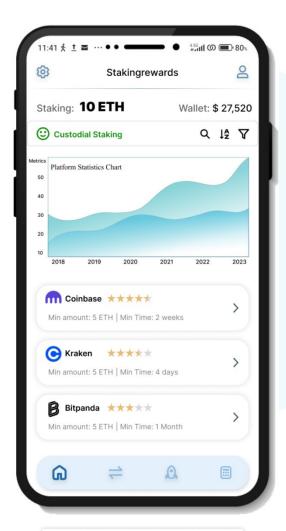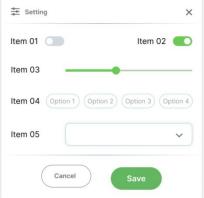
Native mobile App

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:

Define Problem Statement and User Requirements

Week 1,2
Conduct Interviews with Domain Experts and Technical Consultants

Week 3,4
Technical Research and Data Gathering

Week 5
Conduct Interviews with Selected Users

Week 6
Analyze Data and Interview Findings

Week 7
Define the User Personas

Week 8
Define User Processes and Journey Mapping

Week 9,10
Design Low-fidelity version of User Interface by Wireframing

Week 11
Conduct User Testing and Address Design Flaws

Week 12-15
Design the High-fidelity version by Prototyping

Week 16,17
Conduct User Testing and Refine Prototype

Implementation Phase:

Delivery of the Reference Model to the Development Team

Week 18,19
Design Data Model regarding platform needs

Week 20
Select Technology Stack Aligned with Project Requirements

Week 21-36
Initiate Implementation Phase with Agile Sprints

Week 37-40
Collect User Feedback and Resolve Issues

Week 41,42
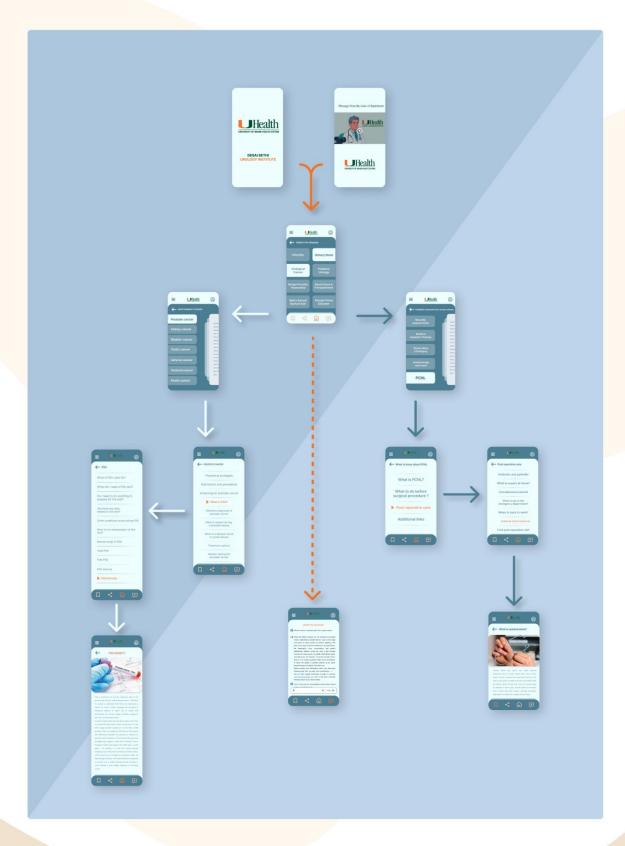Conduct Project Testing with Users and Test Data

Overview

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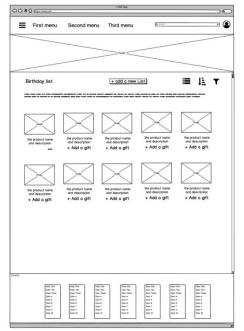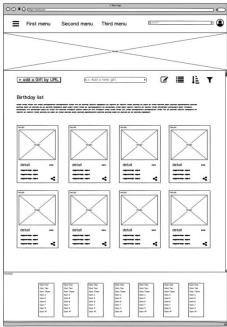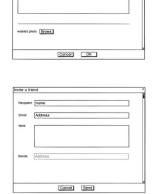user journey process and flow.

Initial blueprint

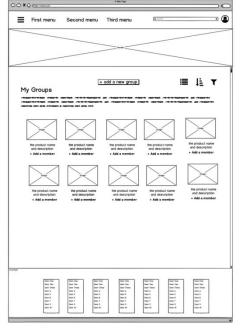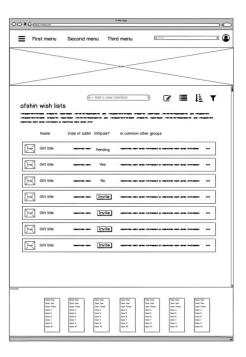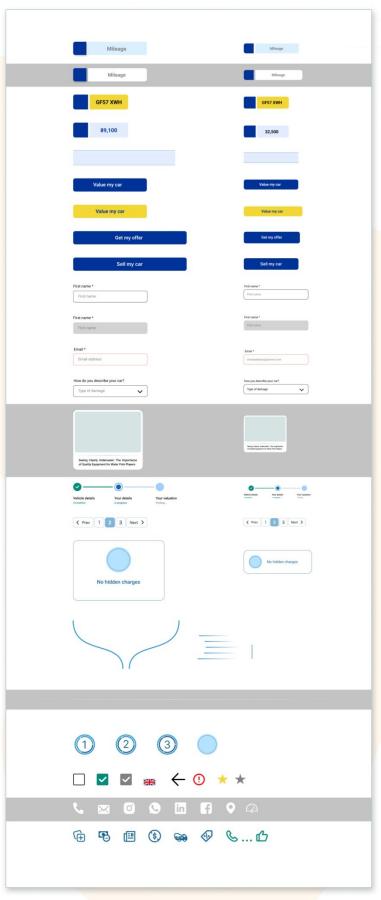An example of an initial wireframe or low-fidelity version to usability test.

Establish a Design System

No additional explanation is needed. Everything is here

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	**Sell your car like a pro!** Receive a competitive offer in just 30 seconds The error explanation	**Sell your car like a pro!** Receive a competitive offer in just 30 seconds The error explanation
How it works section	**Sell Your Car Just in 3 Steps!** **Free car valuation** By providing us your registration and mile we give an estimate value for your car.	Sell Your Car Just in 3 Steps! Collection By providing us your registration and mile we give an estimate value for your car.
Footer section	Latest Blogs About Us Our Policy **Sell your car like a pro!** Receive a competitive offer in just 30 seconds	Latest Blogs Contact Us Support@minicaras.co.uk **Sell your car like a pro!** Receive a competitive offer in just 30 seconds
Result page	**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** I consent being contacted by a member of the team. Your request to sell your car has been received a team member will be in touch. Back to home	**Valuation of your car:** Ford Fiesta MK7 The valuation shown could vary. We aim to provide accurate valuation based on the condition ... **Excellent !** Estimated price: **£8,500** I consent being contacted by a member of the team Your request to selling your car has been sent We call you as soon as possible. Back to home
Blog listing page	Page title (Example : Posts and Articles) **Seeing Clearly Underwater: The Importance of Quality Equipment** Wa 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... Show more	Page title (Example : Posts and Articles) The Importance of Quality Equipment for Water Polo Players Water polo is a requires demanding sport that requires a high level of physical fitness, tactical awareness ... Show more
Posts	Home / Blog / Accelerate Your Sales: Proven Strategies and Tips for Successfully Selling Your Car Online and Offline **Accelerate Your Sales: Proven Strategies and Tips for Successfully Selling Your Car Online and Offline** **Take High-Quality Photos** 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.	Home / Blog / Accelerate Your Sales: Proven Strategies and Tips for Successfully Selling Your Car Online and Offline **Accelerate Your Sales: Proven Strategies ...** **Take High-Quality Photos** Are you ready to part ways with your beloved car and pocket some extra cash? Whether
How it works page	**How it works?** **Free car valuation** By providing us your registration and mile we give an estimate value for your car.	**How it works?** **Free car valuation** By providing us your registration and mile we give an estimate value for your car.

Logo Design Samples

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

Realiff.com

Giftpals.com

Yoga School

Pet Clinic

RBB
ELECTRICAL CONTRACTING INC.

Greenhouse