

Mohammad Tavakkoli

(UI/UX Designer | Product Designer)

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

Summary

I am a UI/UX designer with over 7 years of experience in various digital platforms, including responsive web pages, native apps, PWAs, and design systems. As an expert in collaborating with startup teams, I have successfully implemented UI/UX strategies that delivered improved user experiences for several projects across various industries through streamlined workflows and effective processes.

Professional Experience

1. **UM-ProGuide (SaaS), United States** | Dec 2024 – May 2025 (6 months)

Designed a web-based application as part of a digital solution for a research initiative aimed at increasing specialized awareness among patients and individuals undergoing prostate cancer screening at the University of Miami Miller School of Medicine. The project was implemented under the academic supervision of Dr. Hossein Sharifi, Urologic Oncology Fellow and Instructor at the University of Miami. It aimed to inform the target population (men), improve clinical workflow efficiency, and generate actionable data for analysis and decision-making.

2. **[Giftpals.com](https://www.giftpals.com), United States** | Dec 2022 – Nov 2024 (2 years)

Designed the interaction and user experience for a gifting and affiliate marketing website. Focused on creating a visually appealing and intuitive design to help users easily find and purchase gifts while exploring revenue opportunities. Optimized processes reduced usability testing errors to under 10%. Prototyped in Figma and collaborated closely with developers to streamline and improve implementation.

3. **[Motorproz.co.uk](https://www.motorproz.co.uk), United Kingdom** | Sep 2023 – Feb 2024 (6 months)

Design of an MVP website for a platform focused on buying and selling pre-owned cars, as the initial milestone of a larger project. Simplified processes for diverse user groups while ensuring a visually appealing interface and compliance with legal guidelines. The final product met all client requirements and expectations.

4. **[Houmify.com](https://www.houmify.com), United States** | Jan 2021 – Oct 2022 (1 year and 10 months)

Designed a digital solution to help users find real estate agents and connect with property owners, creating a competitive marketplace. Need to align with pre-existing platform designs, redesigned processes and improved user flows. Developed a prototype that integrated backend and database requirements.

5. **Rayan Kavesh Hirkan** | Feb 2020 – Jan 2021 (1 year)

- Served as both UI/UX and Product Designer for an application focused on municipal waste collection and recycling, designing two distinct Android apps for staff and users. Ensured a seamless user experience while coordinating closely with front-end developers.
- Designed a comprehensive software solution for delivering medical equipment and services to homes via separate mobile apps for users and staff.

6. **Post Bank of Iran, Iran | Oct 2009 – Jan 2020 (10 years and 3 months)**

- Began my career as a UX Designer, leveraging prior experience with bank representative offices to analyze and refine processes for improved user and customer experiences. As a UX consultant for two years, implemented changes that led to a 60% increase in satisfaction among agents and clients, as reflected in survey results, earning commendation from senior bank managers
- Branch boss and head of bank representative offices for 8 years

7. **Farniroo Sharq company, Iran | Mar 2004 – Feb 2009 (5 years)**

Macromedia Flash Senior Designer and Computer technical expert (Part-time)

Skills and technical Proficiencies

- User- Centered Design • User Research • Design system • Wireframing • Prototyping
- Mobile App Design • Responsive web design • Figma & FigJam • Adobe XD • Marvel App
- Adobe Illustrator and Adobe Photoshop (familiar) • Balsamiq Wireframes • Logo Design

Language

- **English** (Fluent)
- **Persian** (native)
- **Portuguese** (Basic)

Education

- Associate's Degree in Computer Science (Software Engineering)
- Bachelor's Degree in Computer Science (Hardware Engineering)

Professional Training and Certificates

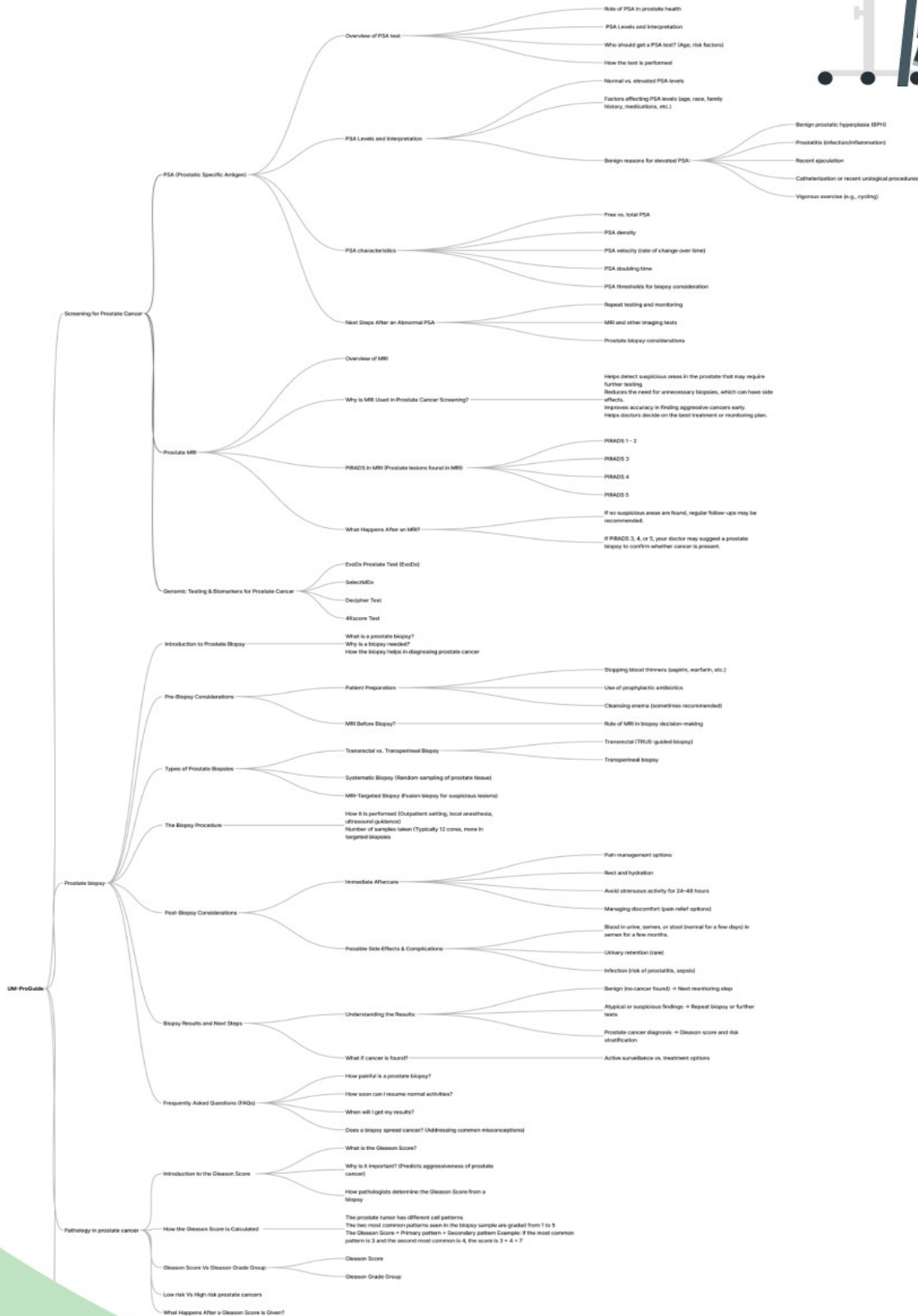
- 2 Profesional Certificates UX/UI Design (**Faculty of Entrepreneurship, University of Tehran**)
- 3 Profesional Certificates of UX/UI Design (**Google**)
- 10 Profesional Certificates of UX/UI Design (**Interaction Design Foundation - IDF**)
- User Creative Thinking (**Imperial College London**)
- 2 Profesional Courses of Adobe Tools (**Iran Technical & Vocational Training Organization**)

Additional Experience & Achievements

- Teaching graphic applications as a web-pages-design tool at Tehran Institute of Technology
- [Utilization of new technologies to improve the UX and Accessibility](#)
- [Second place in the U.S. Endourological Society Logo Design Contest](#)

UM-ProGuide project

Mind Map



Persona

A true portrait of the user, before design takes shape



David

Personal details

- Age: 46
- Education: Master's Degree in Medical Laboratory Science
- Occupation: Lab Technician
- Location: Asheville, North Carolina
- Marital Status: Single
- Financial Status: Moderate income, has private health insurance

Background & Lifestyle

- Alex has a demanding job with long shifts, leaving little time for research.
- He enjoys social gatherings and drinking, which may have contributed to his Alcoholic Fatty Liver Disease (AFLD).
- No history of radiotherapy or open surgery in the lower abdominal region.
- He primarily uses his smartphone for browsing and prefers quick access to relevant information.

Health Concerns & Motivation

- Medical Symptoms: Experiencing weak urine flow, pelvic pain, and sexual dysfunction.
- Diagnostic Process: His family doctor recommended a PSA test, which showed concerning results.

Why He Uses This Platform?

- Wants a quick way to understand his condition and available treatments.
- Prefers video explanations over long text-based articles.
- Seeks practical advice on treatment options before his next doctor visit.

Goals & Expectations

- Get a clear explanation of his test results and what they mean.
- Learn about next steps in diagnosis (e.g., biopsy, MRI).
- Find treatment options and understand their side effects.
- Access a FAQ section for quick answers.

Challenges & Pain Points

- Limited attention span for reading long articles.
- Prefers video and audio content over text.
- Needs an easy way to revisit previously accessed information.

User Behavior & Journey

- How He Finds the Platform? Through an online search after getting his PSA test results.
- Preferred Navigation Method: Uses search functionality or smart recommendations from the homepage.
- Likelihood of Returning? Moderate – depends on how quickly he finds useful information.

Key Takeaways for UX Design

- Alex prefers fast access to relevant content, favoring search and multimedia.
- He would benefit from a way to revisit previously accessed information (e.g., history, saved articles, or recommended content).



Robert

Personal details

- Age: 71
- Education: PhD in Journalism
- Occupation: Retired Publisher
- Location: Miami, Florida
- Marital Status: Married, 2 children
- Financial Status: Has medical insurance (Medicare)

Background & Lifestyle

- Martin is a retired publisher who enjoys fishing and reading historical books.
- He follows a structured routine and undergoes a full medical check-up twice a year.
- No history of open surgery in the lower abdominal region.
- Previously underwent radiotherapy due to Graves' disease.
- He is tech-savvy for his age and uses an iPad for reading news and browsing the internet.
- He prefers websites with larger text and clear navigation.

Health Concerns & Motivation

- Medical History: Diagnosed with adult-onset diabetes.
- Family History: His father passed away due to prostate cancer, making him highly concerned.

Why He Uses This Platform?

- Wants a quick way to understand his condition and available treatments.
- Prefers video explanations over long text-based articles.
- Seeks practical advice on treatment options before his next doctor visit.

Goals & Expectations

- Learn about prostate cancer symptoms, diagnosis, and treatments.
- Find lifestyle recommendations for better prostate health.
- Avoid unnecessary visits to the doctor by accessing credible medical information.
- Easily access previously viewed topics without searching again.

Challenges & Pain Points

- Struggles with complex medical terminology.
- Finds some digital interfaces overwhelming and cluttered.
- Prefers larger text and a straightforward navigation system.

User Behavior & Journey

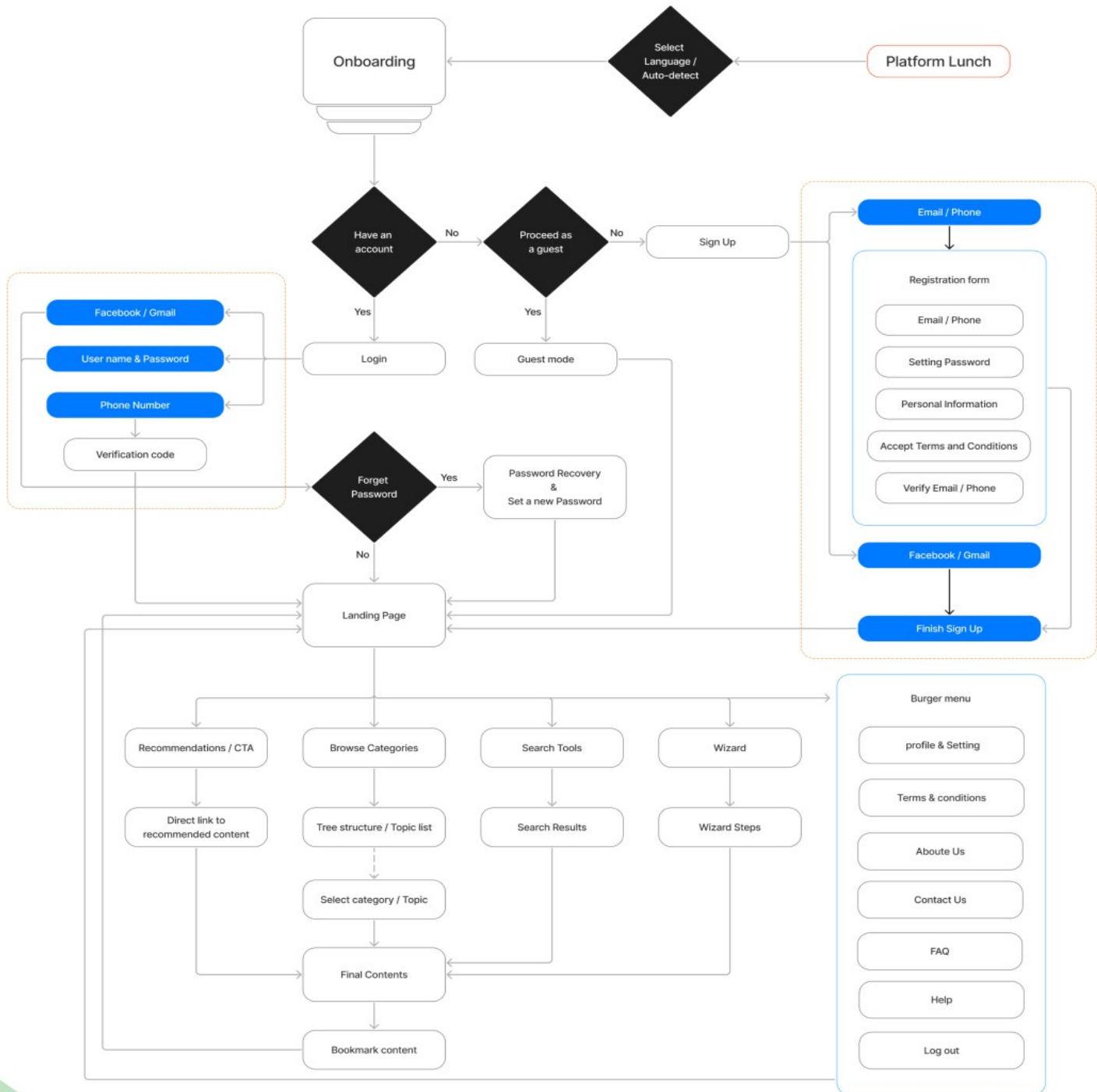
- How He Finds the Platform? Through his doctor's recommendation.
- Preferred Navigation Method: Uses the structured tree menu and prefers a step-by-step wizard.
- Likelihood of Returning? High – wants a way to bookmark or access previously viewed content easily.

Key Takeaways for UX Design

- Martin needs a structured, easy-to-navigate interface with clear explanations.
- He would benefit from a way to revisit previously accessed information (e.g., history, saved articles, or recommended content).

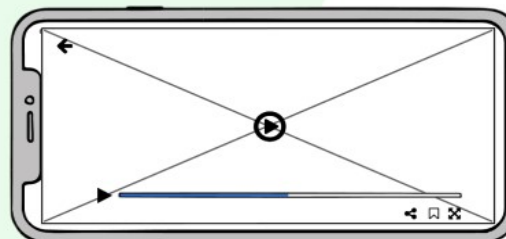
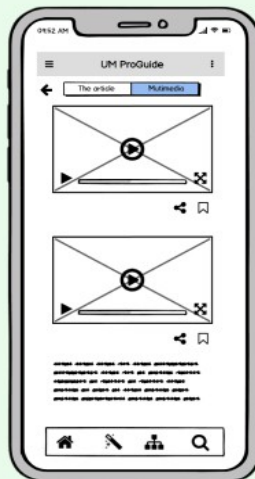
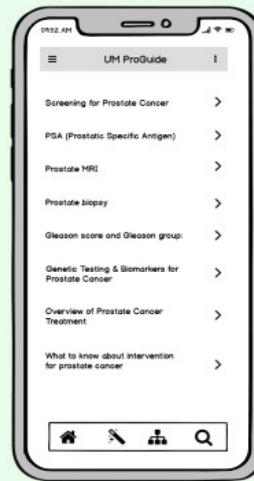
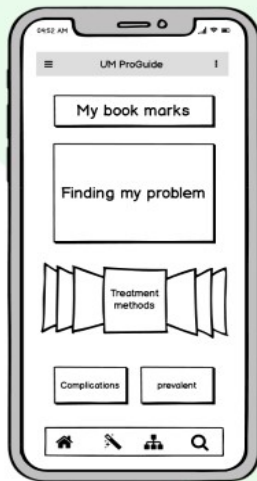
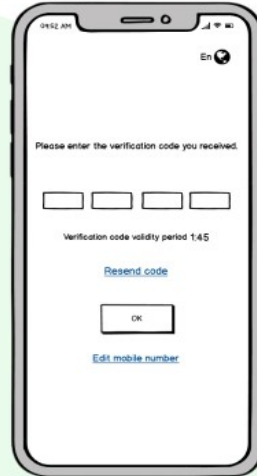
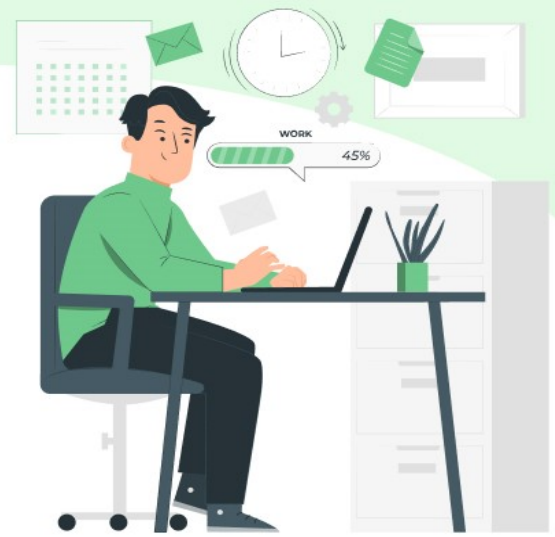
User Flow

A roadmap for a seamless journey through experience.



Wireframe

The skeletal frame where ideas take structure before soul.

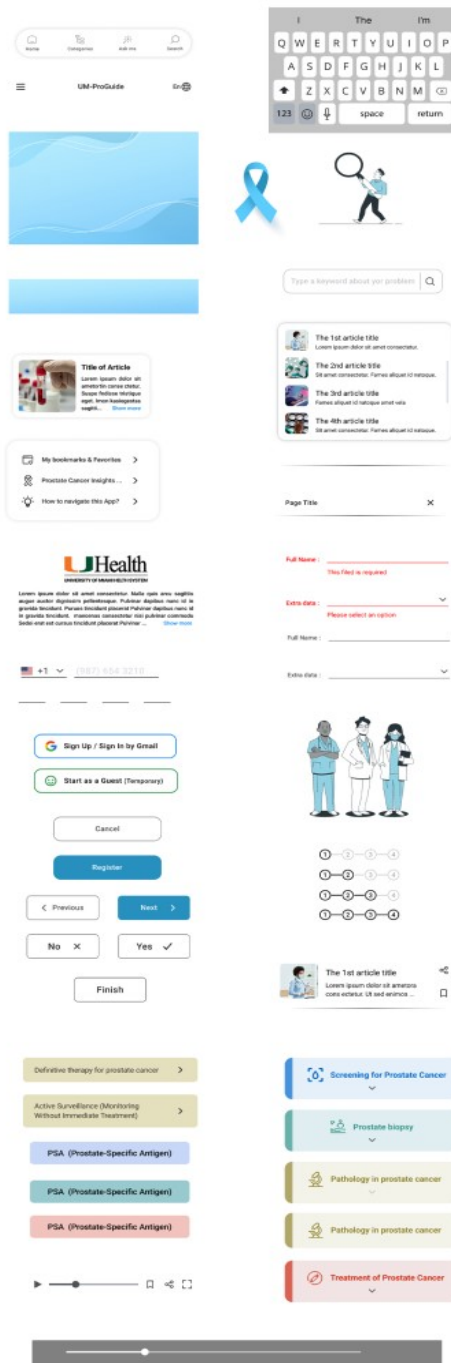


UI Kit & style guide

The visual DNA that ensures flawless consistency.



Components



Typography

Font Family: Ruboto

Type	Font Weight	Font Size	Line Height	Letter Spacing
Heading 1	Bold / 700	54px	110%	0px
Heading 2	Bold / 700	42px	110%	0px
Heading 3	Bold / 700	32px	110%	0px
Heading 4	Bold / 700	24px	110%	0px
Heading 5	Bold / 700	20px	110%	0px
Heading 6	Bold / 700	18px	110%	0px
Subline M	Medium / 500	16px	110%	0px
Subline S	Medium / 500	14px	110%	0px
Body L	Regular / 400	18px	140%	0px
Body M	Regular / 400	16px	140%	0px
Body S	Regular / 400	14px	140%	0px
Body XS	Regular / 400	12px	140%	0px
Body XXS	Regular / 400	10px	140%	0px
CAPTION	Bold / 700	20px	100%	1px
Button L	Medium / 500	30px	100%	0.5px
Button M	Medium / 500	18px	100%	0.5px
Button S	Medium / 500	16px	100%	0.5px
Menu & Tab	Medium / 500	16px	100%	0px
Hint L	Medium / 500	20px	110%	0px
Hint M	Medium / 500	16px	110%	0px
Hint S	Medium / 500	14px	110%	0px

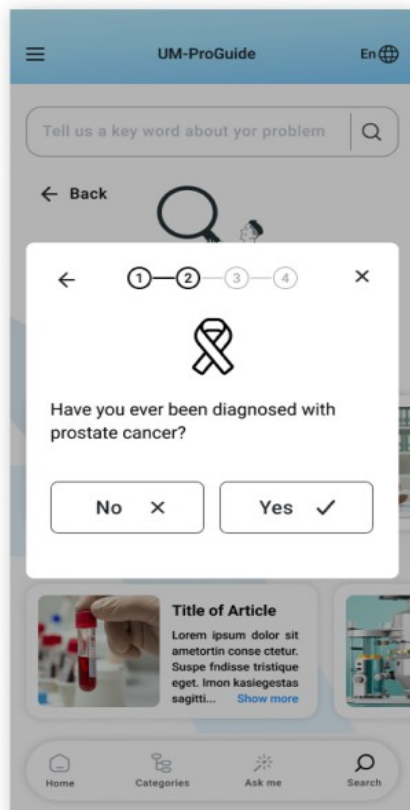
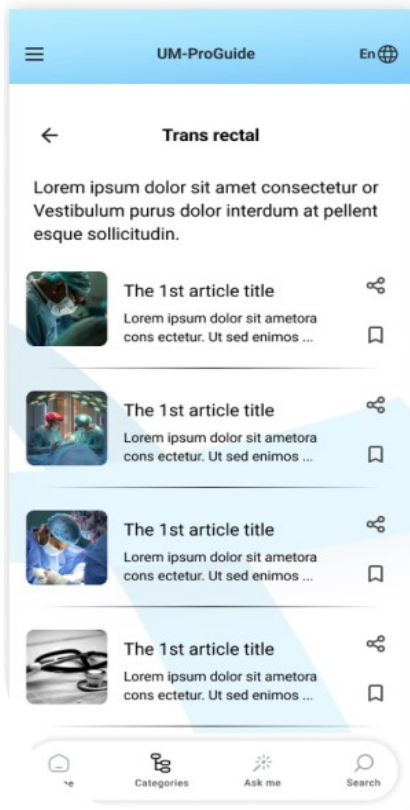
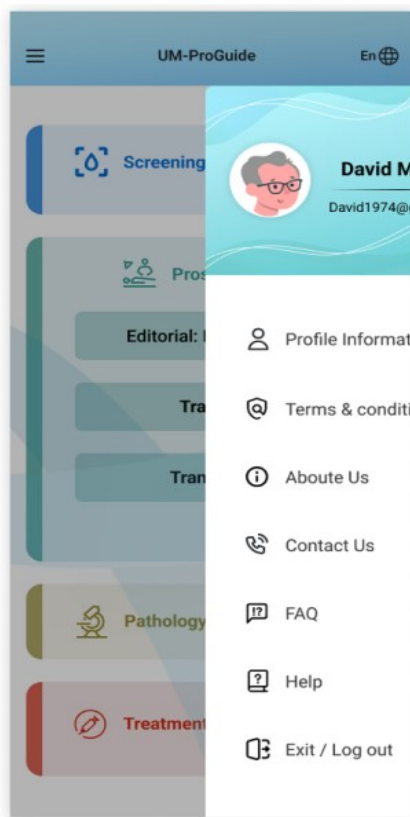
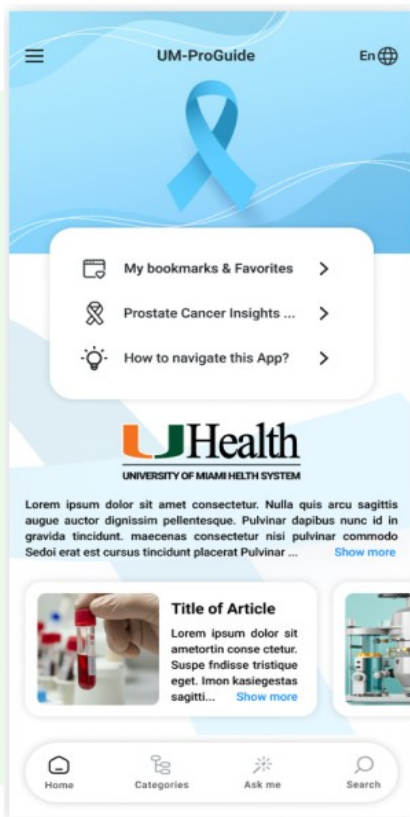
Colors

Customize them!

Color Name	HEX Code
Black	#000000
Primary	#21272A
Secondary	#404040
White	#FFFFFF
Logo1	#F47321
Logo2	#009080
Link	#00888F
Overlay	#121619 / 30%
coolGray-10	#D9D9D9
coolGray-20	#B6B6B6
coolGray-30	#A1A1A1
coolGray-40	#8D8D8D
coolGray-50	#787878
coolGray-60	#636363
coolGray-70	#4E4E4E
coolGray-80	#3A3A3A
coolGray-90	#252525
coolGray-100	#121619
Confirm	#008000
coolGray-100	#121619
Error	#FF0000
Card 1	#FFDAB9 / 40%
Card 2	#FFA07A / 40%
Card 3	#90EE90 / 40%
Card 4	#ADD8E6 / 40%
Card 5	#4682B4 / 40%
Card 6	#2E8B57 / 40%
Card 7	#800080 / 40%

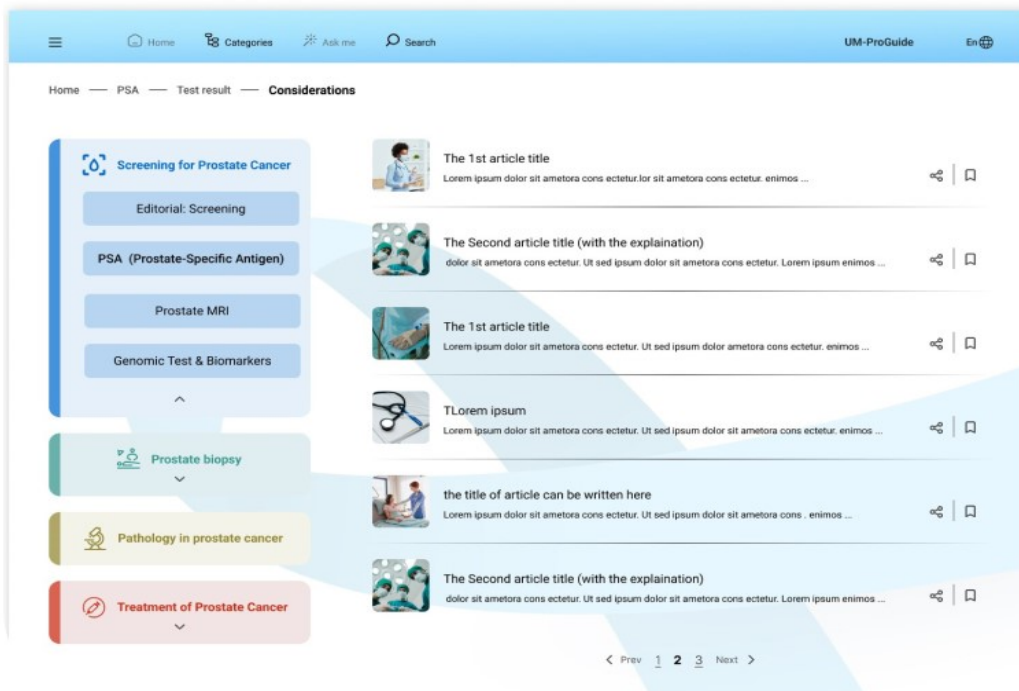
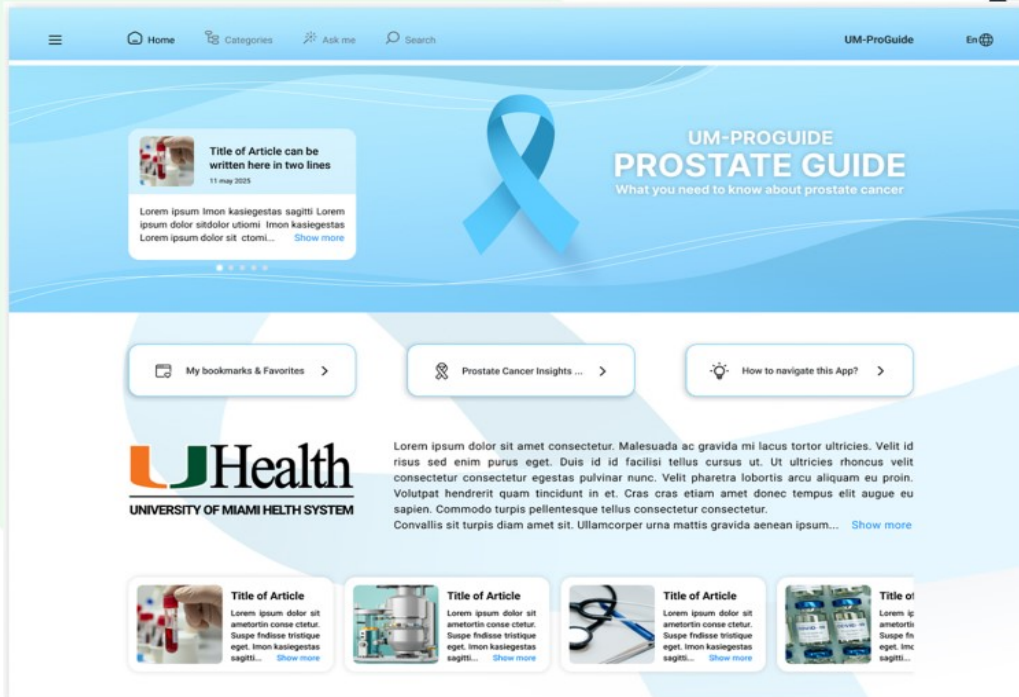
Responsive version

Beauty and function, on every screen and every size.



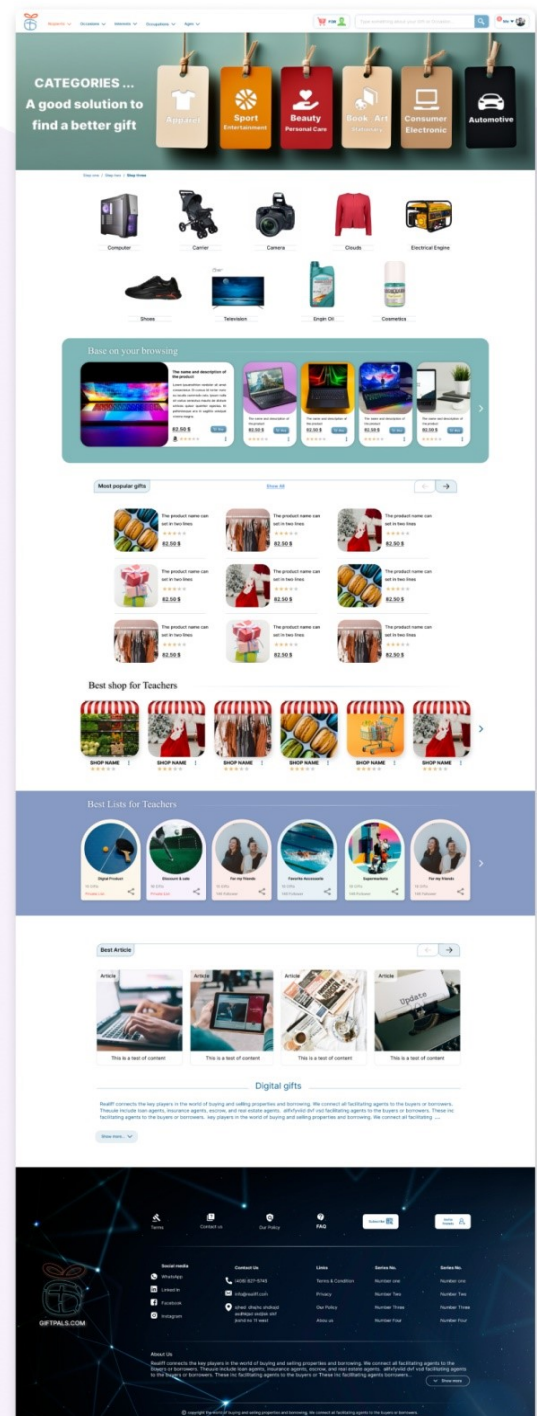
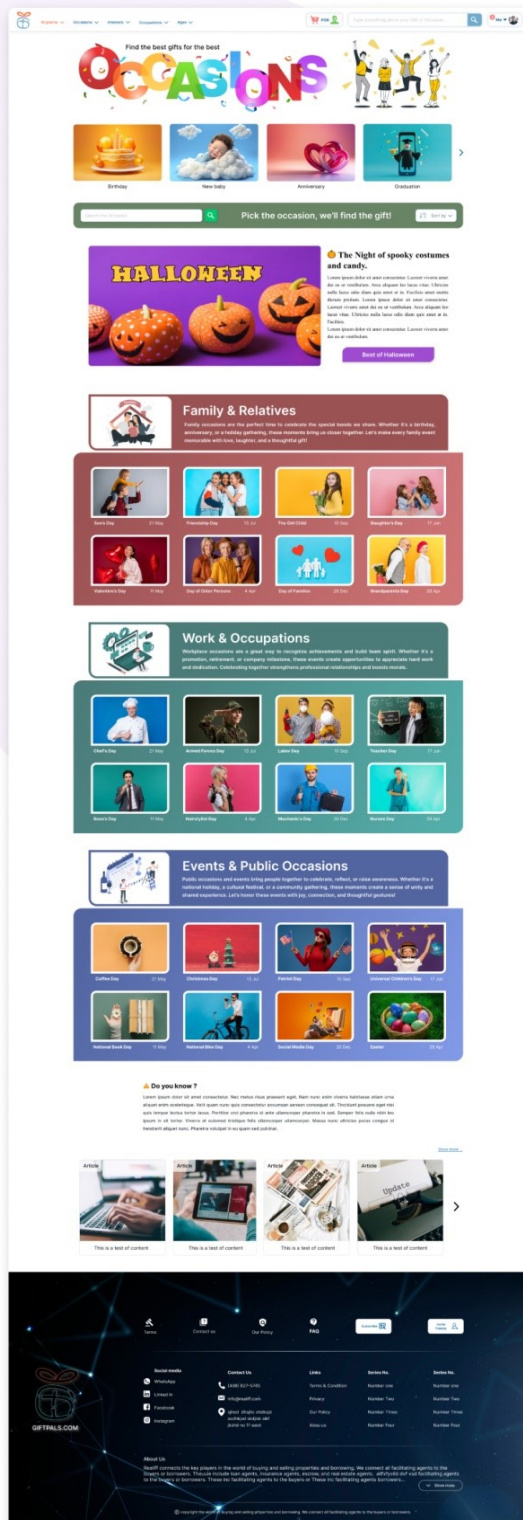
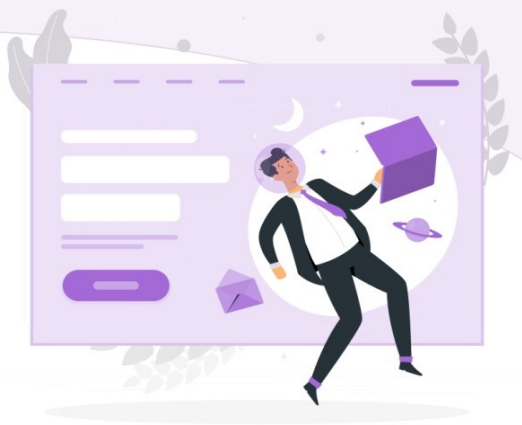
Desktop version

Beauty and function, on every screen and every size.



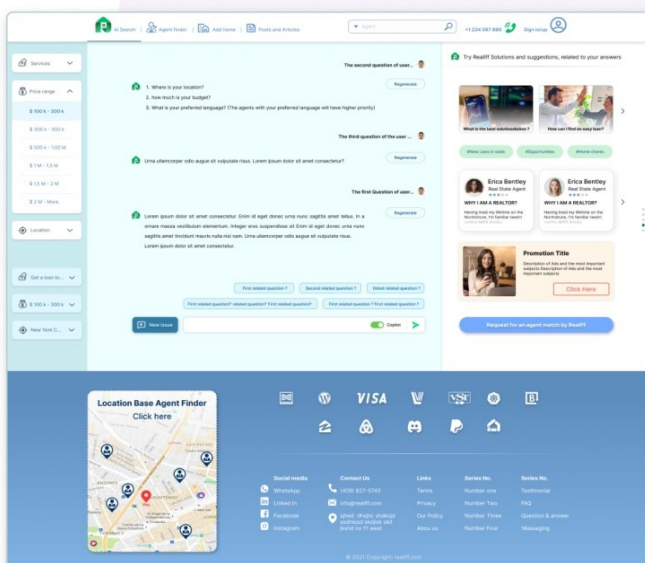
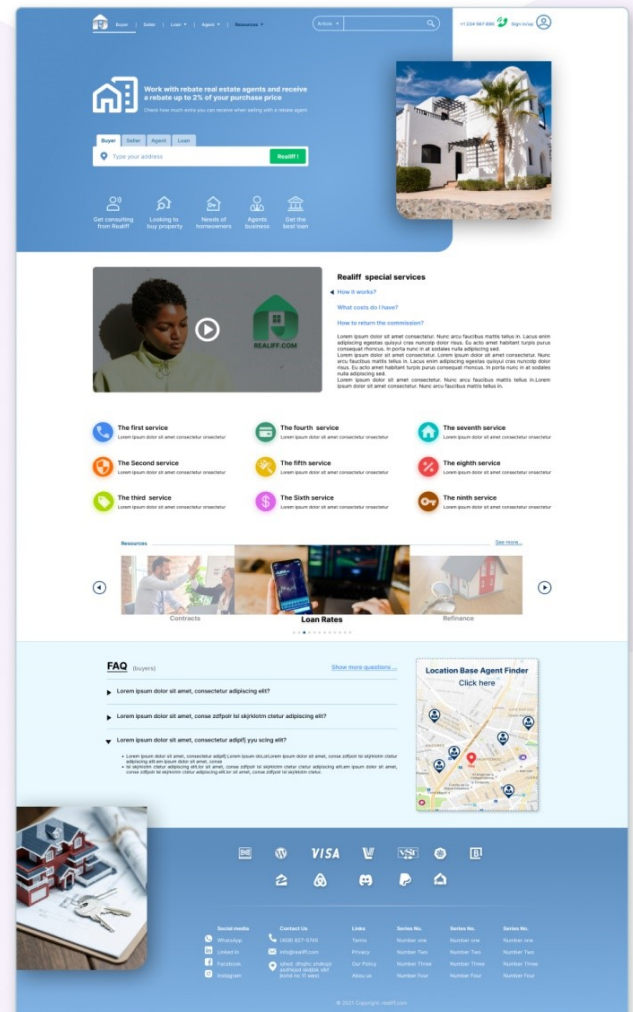
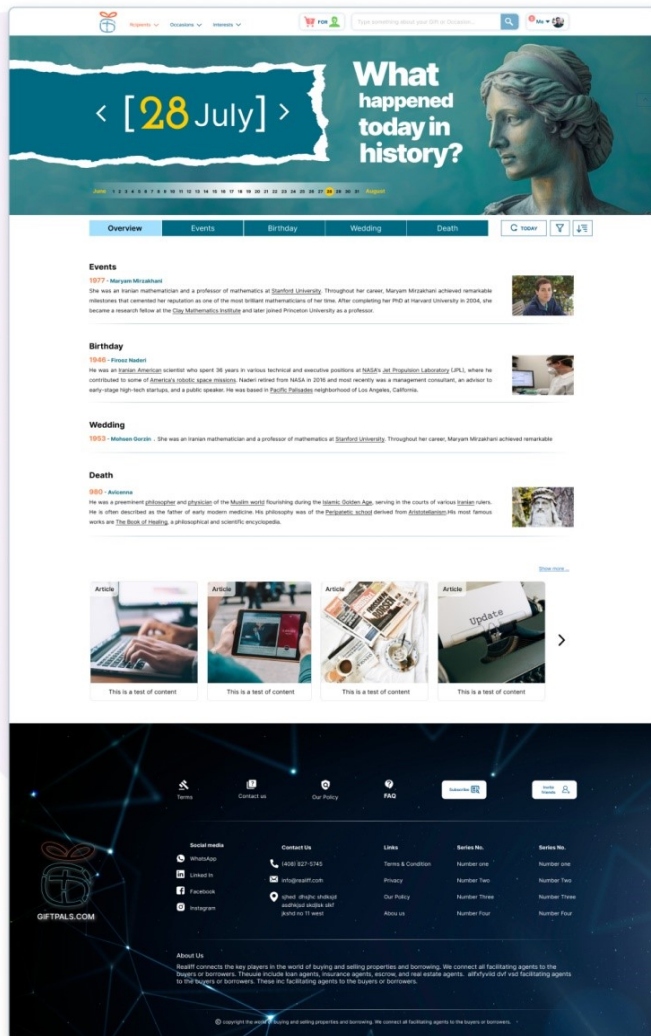
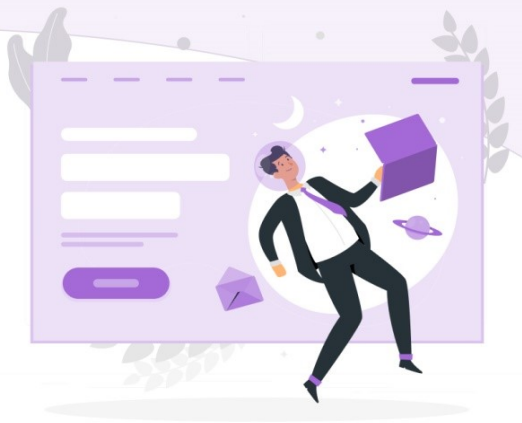
Web Pages

Sample web pages designed for the Giftpals affiliate marketing service.



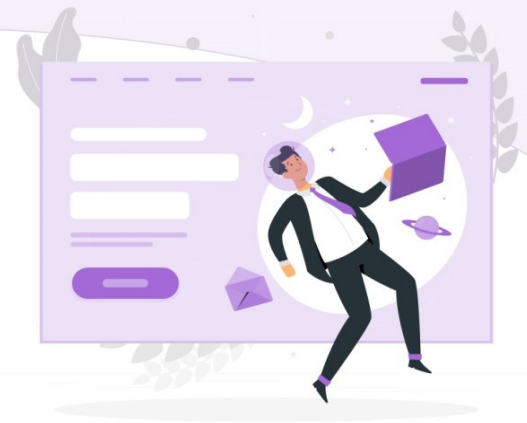
Multiple Use

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.



Motoproze

How it works? Blog Help





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



Sell Your Car Just in 3 Steps!

- 1 Free car valuation**
By providing us your registration and mile 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



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Instagram

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support@motoproze.co.uk
Unit 5, Fulwood Business Park, Southampton, SO40 2GP

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

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Motoproze

How it works? Blog Help

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.

Latest Blogs



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

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Add home modal

1. Where is your desired location?

2. how much is you estimated budget?

3. Our suggestions and services according to your answers.

Specialized questions

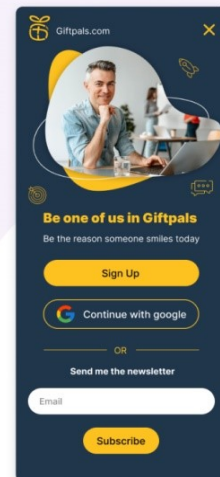
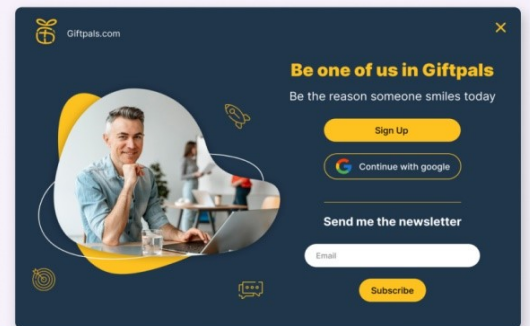
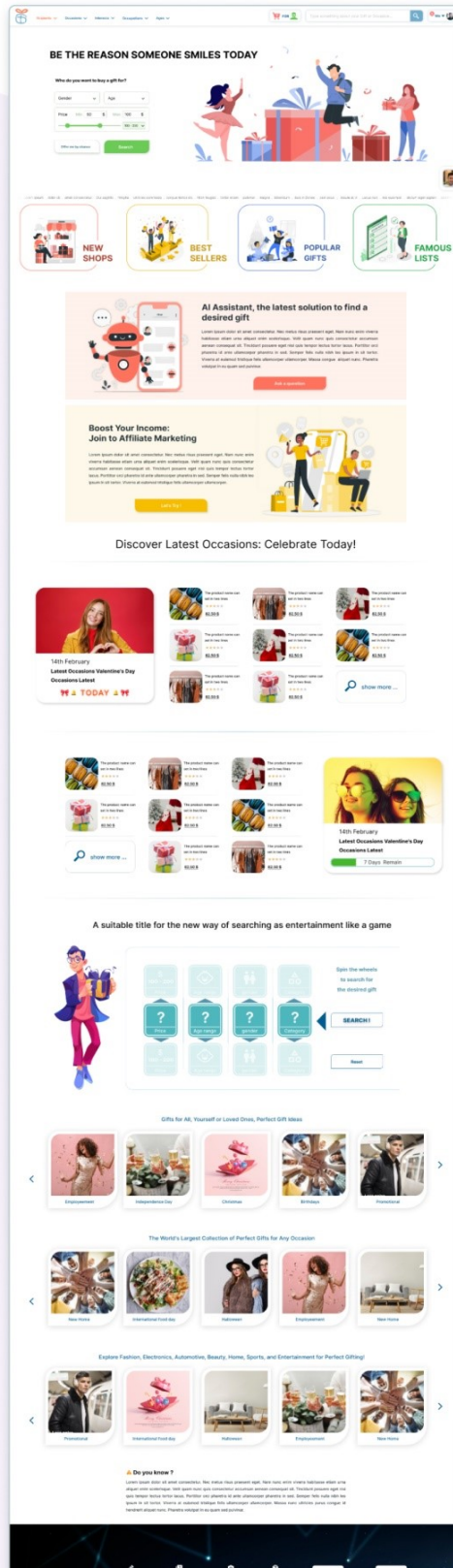
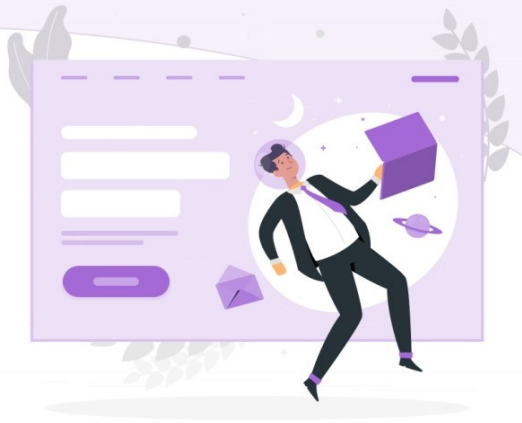
1. Where is your desired location?

2. how much is you estimated budget?

3. Our suggestions and services according to answers.

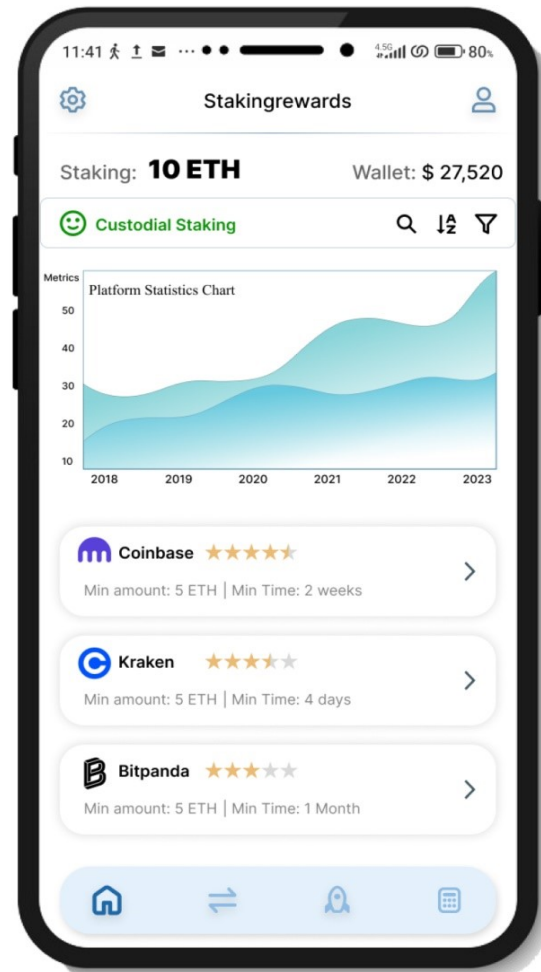
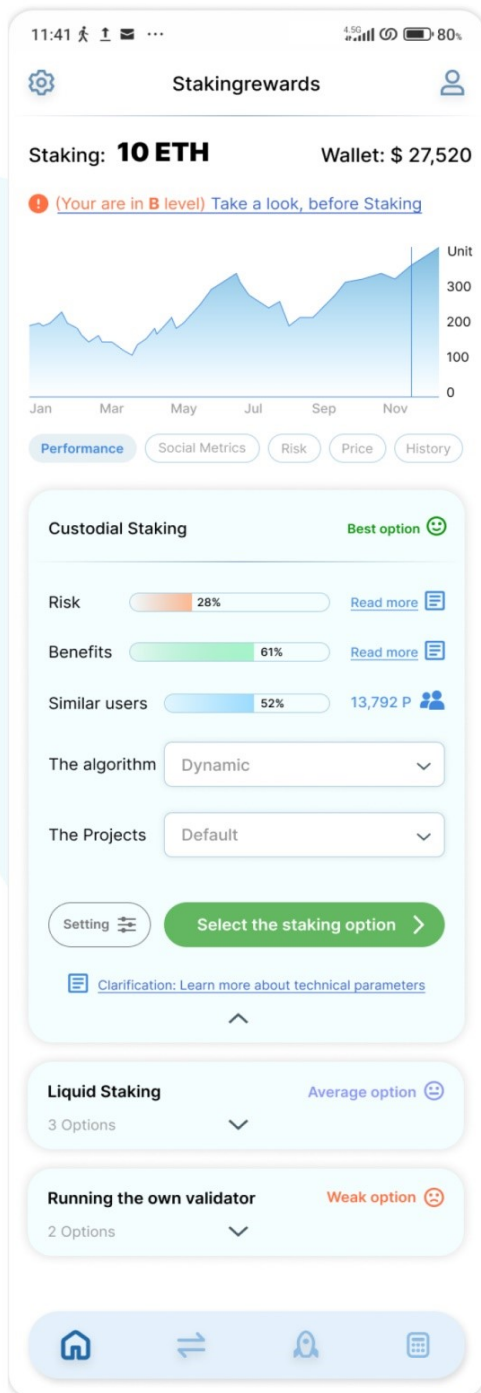
Responsive Design

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



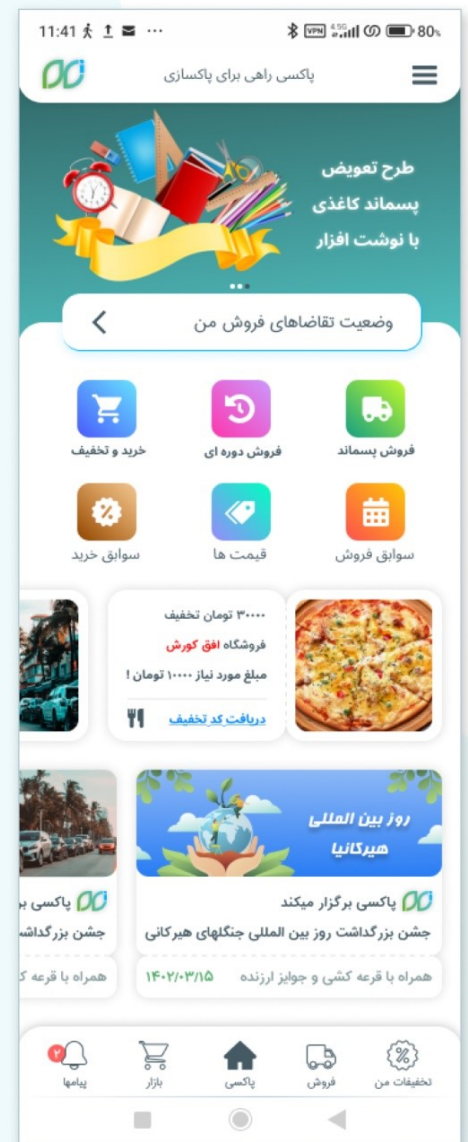
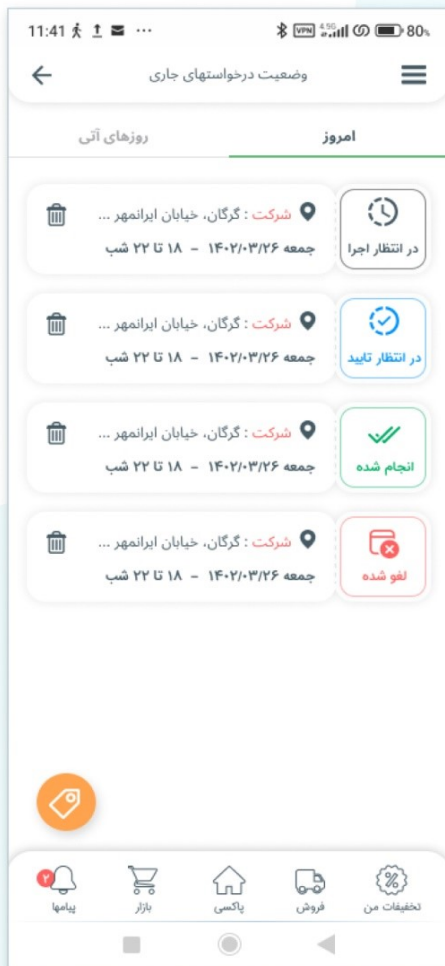
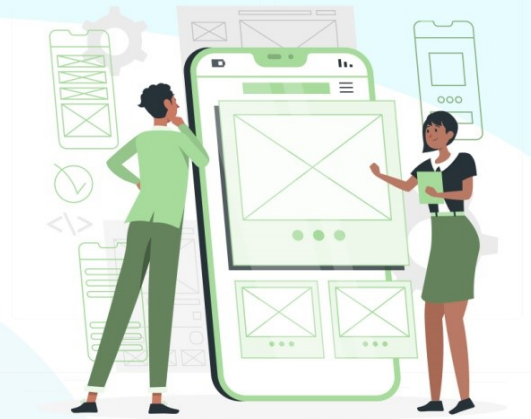
Native mobile App

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

A screenshot of the Stakingrewards app settings interface. The title "Setting" is at the top. There are five items: Item 01 (toggle off), Item 02 (toggle on), Item 03 (slider), Item 04 (radio buttons), and Item 05 (dropdown). At the bottom are "Cancel" and "Save" buttons.

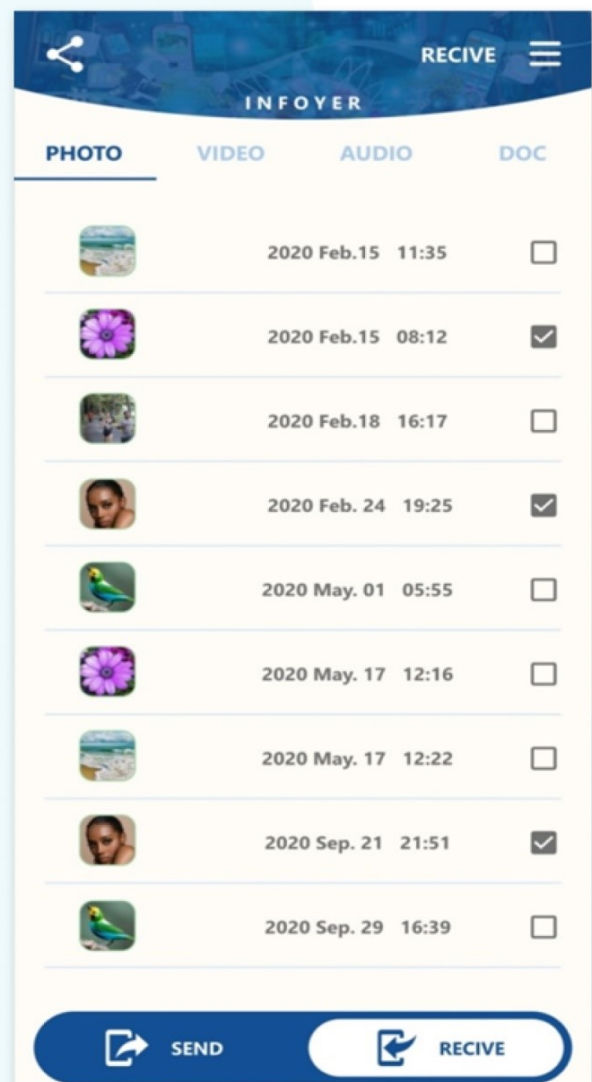
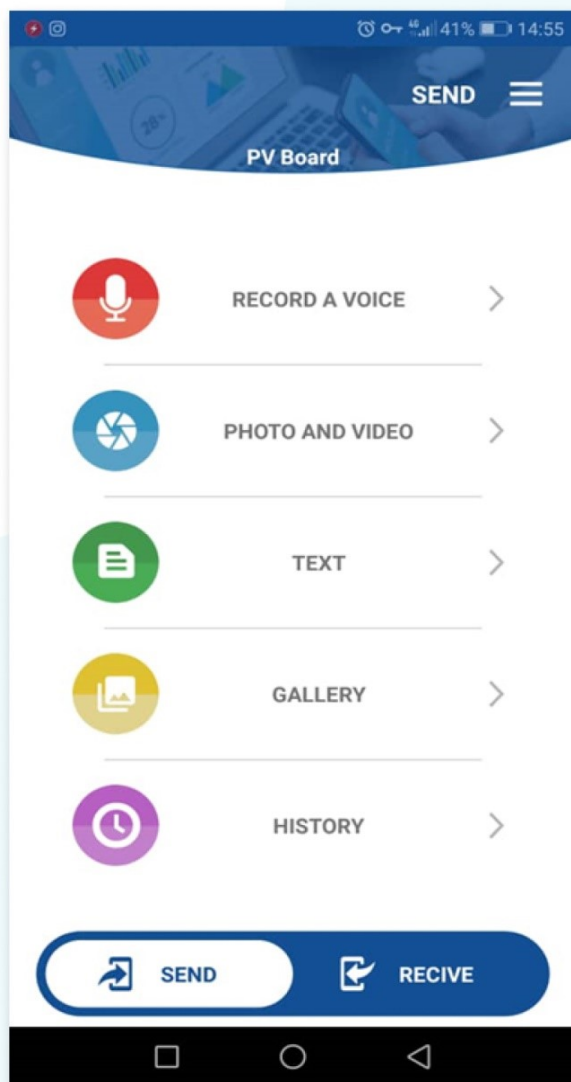
PWA, Web App

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

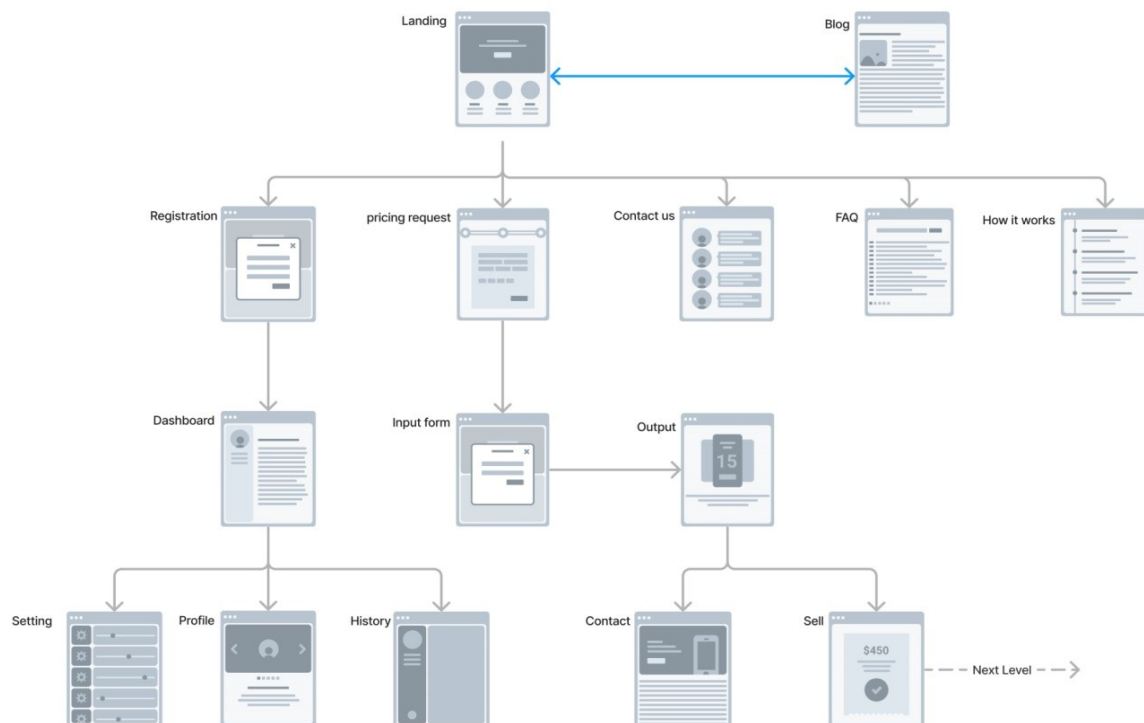
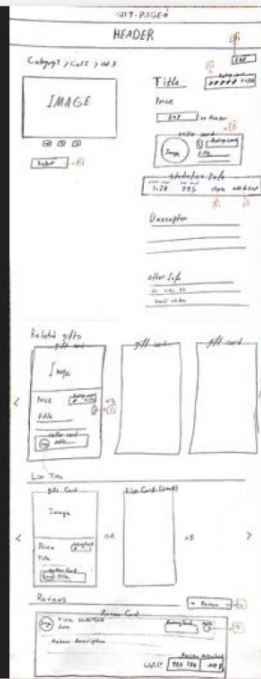
It's the Main page of Gyftpals where user can view single item(gift) details with it's related items and reviews.

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:

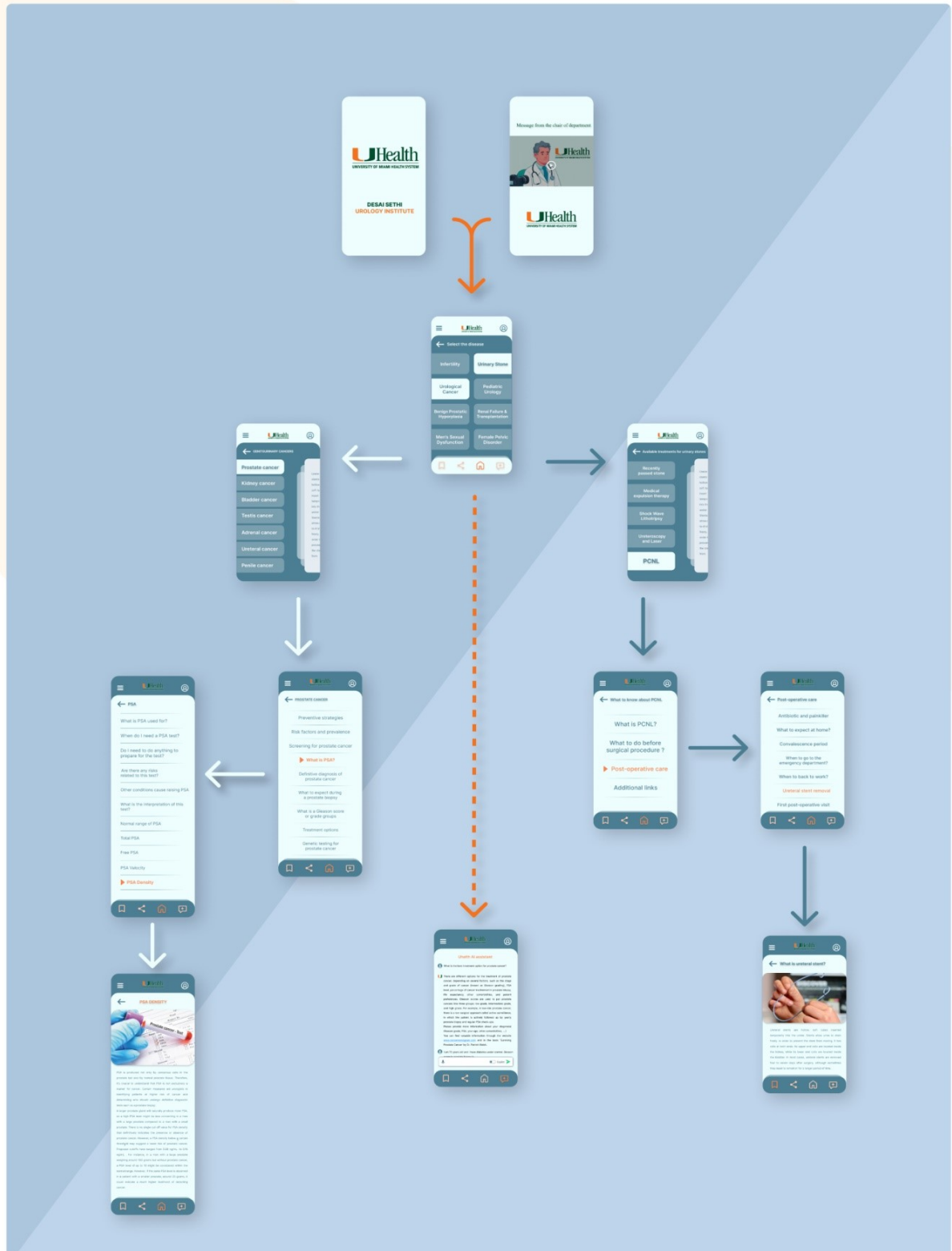


Implementation Phase:



Overview

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



Initial blueprint

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



Group creating

List name

Type

who can see this wish lists

- ☐ Private list
- ☐ All members
- ☐ Only my giftpols
- ☒ * My Groups

description

Create Date:

From

To

wishlist photo

wishlist form

Name:

Address

 Share this wishlist

[illegible]

Group creating

Group name

description

worklist photo

Invite a friend

Recipient

Email

Note

Sendto

The screenshot displays the 'My Groups' interface in the 'Crisp' application. The top navigation bar features a hamburger menu, navigation links for 'First menu', 'Second menu', and 'Third menu', a search bar, and a user profile icon. The main content area is titled 'My Groups' and includes a '+ add a new group' button. Below this, there is a grid of 10 group cards, each with a placeholder image, a title 'the product name and description', and a '+ Add a member' button. At the bottom, a table lists 8 groups, each with a 'Group Title' and a list of members (Team 1 through Team 8).

[illegible]

Establish a Design System

No additional explanation is needed. Everything is here

Mileage

Mileage

Mileage

Mileage

GF57 XWH

GF57 XWH

89,100

32,500

Value my car

Value my car

Value my car

Value my car

Get my offer

Get my offer

Sell my car

Sell my car

First name *

First name

First name *

First name

Email *

Email address

Email *

emailaddress@server.com

How do you describe your car?

Type of damage

How do you describe your car?

Type of damage

Saving Clearly Understated: The Importance of Quality Equipment for Water Polo Players

Saving Clearly Understated: The Importance of Quality Equipment for Water Polo Players

✓

●

●

Vehicle details

Your details

Your valuation

Completed

In progress

Pending...

✓

●

●

Vehicle details

Your details

Your valuation

Completed

In progress

Pending...

< Prev

1

2

3

Next >

< Prev

1

2

3

Next >

●

No hidden charges

●

No hidden charges

1

2

3

●

☐

☑

☑

🇬🇧

←

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★

★

☎

✉

📷

☎

in

f

📍

🌀

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📄

📄

💰

💬

📄

☎

...

👍



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 <small>The easy explanation</small>	Sell your car like a pro! Receive a competitive offer in just 30 seconds <small>The easy explanation</small>
How it works section	Sell Your Car Just in 3 Steps! Free car valuation <small>By providing us your registration and mile we give an estimate value for your car.</small>	Sell Your Car Just in 3 Steps! Collection <small>By providing us your registration and mile we give an estimate value for your car.</small>
Footer section	Latest Blogs About Us <small>Our Policy</small> Sell your car like a pro! <small>Receive a competitive offer in just 30 seconds</small>	Latest Blogs Contact Us <small>02039999999@car.co.uk</small> Sell your car like a pro! <small>Receive a competitive offer in just 30 seconds</small>
Result page	Valuation of your car : Ford Fiesta MK7 <small>The valuation shown could vary. We aim to provide accurate valuation based on the condition and demand of your vehicle.</small> Excellent ! Estimated price: £8,500 <small>I consent being contacted by a member of the team.</small> 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 <small>The valuation shown could vary. We aim to provide accurate valuation based on the condition ...</small> Excellent ! Estimated price: £8,500 <small>I consent being contacted by a member of the team</small> <small>Your request to selling your car has been sent We will call you as soon as possible.</small> Back to home
Blog listing page	Page title (Example : Posts and Articles) Seeing Clearly Underwater: The Importance of Quality Equipment <small>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...</small> Show more	Page title (Example : Posts and Articles) The Importance of Quality Equipment for Water Polo Players <small>Water polo is a requires demanding sport that requires a high level of physical fitness, tactical awareness ...</small> 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 <small>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.</small>	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 <small>Are you ready to part ways with your beloved car and pocket some extra cash? Whether</small>
How it works page	How it works? Free car valuation <small>By providing us your registration and mile we give an estimate value for your car.</small>	How it works? Free car valuation <small>By providing us your registration and mile we give an estimate value for your car.</small>

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