



Mahdi Mortazavi

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About me:

I like to design SaaS products. I'm familiar with design trends and I use them in my work. I'm able to use components, auto layout, and design systems in Figma.

I have a good experience as a developer which helps me to check the implementation ability of my design by developers very well.

I'm a workaholic person who doesn't give up so often. I care about my colleagues and always try to build good relationships with my co-workers. I try my best to look at problems as challenges and do my best to make a solution for them.

I'm always keen on learning new skills in my work. I define myself as an ambitious person who is always seeking growth in their career.

My strong suits:

- + Commitment and responsibility
- + Loving new challenges
- + Interesting in teamwork
- + Perfectionism in pixel-perfect design
- + Pragmatism
- + Idea making
- + Kindness and caring
- + Time management
- + Being neat and ordered

You are highly recommended to examine my portfolio which is available on my personal website.

<http://mahdiui.ir/>

WORK EXPERIENCE

24/06/2022 - 29/11/2022 Tehran, Iran
UI/UX DESIGNER ALDY EXPRESS

- Gathering Data include Competitor Analysis, Business goals
- Create a sitemap and user flow
- Draw paper Sketch
- the lead design team (unofficial)
- Create a Design system Library based on material design
- Create auto layout component
- Design pixel-perfect UI design

- prototype and test prototype with colleagues

Link [https://www.figma.com/file/kmy1qPjqE7UGJuL83jTb4/aldy-express-\(Copy\)?node-id=0%3A1&t=erSUFeOLNIN3YswY-1](https://www.figma.com/file/kmy1qPjqE7UGJuL83jTb4/aldy-express-(Copy)?node-id=0%3A1&t=erSUFeOLNIN3YswY-1)

21/04/2021 – 20/02/2022 Tehran, Iran

UI/UX DESIGNER 3GAAM COUNSELING AND PLANNING

[3GAAM](#) of the company in the field of student counseling and planning. This site had a scheduling panel similar to sites like [Session Lab](#), [Trello](#), or other time scheduling sites. The 3GAAM redesign was one of my best works. Because in addition to visual skills, I did project management skills and increased conversion rates. I had very good cooperation with the sales and marketing team as well as the development team. My main activities and achievements are described below:

- Design Main Landing page 3gaam website
- Redesign User Plan 3 times
- Optimize consulting Sell Rates by redesign
- Talk with Sell Department and get UI-UX issues
- Conversation with users To obtain information about User Needs
- Create a User persona In partnership with a Marketing specialist
- work with Hotjar and Google Analytics to check the issues
- Create and Optimize Pricing Page in Mobile and Desktop
- preparation Design with Zeplin to deliver design to Developers Team
- Create Custom Icon Pack with Icomoon
- Optimize product Navigation and sitemap

22/09/2020 – 20/01/2021 Tehran, Iran

UI DESIGNER DELTABAN AIR TRAVEL AND TOURISM SERVICES COMPANY

[Deltaban](#) was a travel agency. In Deltaban we develop a separate SAAS website in the name of [3Click](#) to sell Automatically Airplan and hotel tickets. In Deltaban we had a design team that included me and a user experience designer and a graphic designer in our team. Working with multilevel sales teams to better understand business goals and customer needs was another of my tasks. I mentioned the main achievements below

- Design a big SAAS website with multiple products and teams
- Optimize website hero to better conversion rate
- Create SEO base landing
- Create component base Design in Adobe XD
- Adaptive Mobile Deisgn
- Design PDP and PLP page for hotel reservation
- Design multiple times ticket components for better result

21/04/2019 – 20/06/2020 Tehran, Iran

UI DESIGNER ZEMTRIX

[Zemtrix](#) is a company in the field of application and website development. [Zemtrix](#) is my first full-time work experience. At Zemetrix, I focused more on visual design and user interface design. I designed good websites like [Yabex](#), [Pinorest](#), [Sabziman](#), and cool apps like [Chargino](#) and [zib online](#). The design delivery experience under force was one of the most exciting and challenging experiences at Zemetrix.

- Design Marketing landing page
- Activities in various fields
- Delivery Design to the developer team

21/06/2020 – 20/09/2020 Tehran, Iran

UI/UX DESIGNER PARMIS ACCOUNTING SOFTWARE

[Parmis](#) is a large company with a history in the field of accounting software. Parmis had software on all available platforms. I had experience working on Windows, Android, and web platforms. Optimizing and redesigning the Parmis mobile application and redesigning the Parmis Star accounting software were one of my tasks. In Parmis, I tried to design according to the user's needs.

- Provide appropriate solutions to solve challenges
- work with Microsoft Design System
- work with Google material Design system
- Work with POS Devices
- Holding an interview with the user

- Dark Mode design for web version
- Parmis mobile application redesign management

● EDUCATION AND TRAINING

21/01/2014 – 20/04/2016 Rasht, Iran

ELECTRICAL POWER ENGINEERING Ahrar univercity

Address Rasht, Iran | **Website** <https://www.ahrar.ac.ir/>

● LANGUAGE SKILLS

Mother tongue(s): **PERSIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B1	B2	A2	A2	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Wireframing Prototyping | Design tools (Photoshop, Illustrator, XD, Figma, Affinity) | User persona | Google Material Design | Conversion rate optimisation | User flows

● ADDITIONAL INFORMATION

PROJECTS

30/04/2021 – 18/06/2021

Berimkouh website [Barim Kouh](https://berimkouh.com) is a tourism website. Barim Kouh had an old design. The project started with reviewing reported problems, reviewing business goals, and interviewing active users. The initial sketch was designed after reviewing the changes. The initial sketch was reviewed during a meeting with team members and another sketch was redesigned. Then I entered the style guide design phase. The style guide was approved by the product owner and team members. In the next step, the landing page was designed, then the PLP and PDP pages were designed, and finally, the profile pages and team pages were designed.

Link <https://berimkouh.com>

28/11/2021 – 31/12/2021

Havakouh [Hava KooH](https://havakouh.com/) is a specialized weather website for mountaineers.

After I received the document from the project owner. I started reviewing the project and examined the project Goals, User needs, and competitors' research to see the positive and negative points. Finally, the sketch was designed and reviewed in an online meeting with the product owner. The sketch changed a few times and we finally entered the interface design phase. The product was designed in two versions, desktop and mobile, and in the end, it was delivered to the project owner in the form of Zeplin.

Link <https://havakouh.com/>

03/07/2020 – 05/08/2020

gholak application gholak was a small portfolio management application. Users could see a small overview of their investment process and return on investment. Design started after receiving the proposal. The requirements and goals of the business were specified by the project owner. The design style was copied from the design of the material design system.

10/11/2019 – 18/01/2020

gashtook Gashtook is a tourist site. Using Gashtook, you can see the important tourist spots of the city and get tickets for a special opportunity.

Geshtok's requirements were reviewed and recorded in a meeting with the product owners. In the first step, foreign and domestic competitors of the product were examined and we collected their positive points.

Then the wireframe was designed. The wireframe changed several times in multiple meetings. In the next step, different styles were placed on the mood board. Then the product owner's favorite style was selected from the mood board. The website was designed in two versions, Persian and English. Both mobile and desktop versions were designed for the project. The design was finalized after several edits and given to the product owner.

Link <https://gashtook.com/>