

POURIA MOUSAVI

Product Designer

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EXPERIENCE

Senior Product Designer

Snappfood 11/2023 - Present Tehran

SnappFood is the largest food and grocery delivery platform in Iran, with 8 million active users and over 1,500 employees. I work in the 'Search & Discovery' squad, the most impactful part of the product, and have also worked in the 'Ads' squad, developing new advertising lines and enhancing vendor experience with current ad types.

- Improved **impressions metric and launched new Ads line**, resulting in **5% increase in "Vendor Ads" active vendors**.
- Reduced the **fraud rate by 70%** in auction-based listing first spot purchase.

Product Design Consultant

OKALA 07/2023 - 11/2023 Tehran

OKALA is one of the leading FMCG platforms in Iran with over 500 employees. I served as a consultant designer, working alongside the team to **shape the roadmap and guide the redesign of the platform**.

Product Designer

Graph Security Solutions 06/2020 - 07/2023 Tehran

Graph is the foremost multi-product company in Iran's security software market. I have held various design roles here.

- Led the creation and design of a new all-in-one platform, leading to a **23% decrease in customer churn rate**.
- 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.
- Increased main task success rate by ~15%** by redesigning the information architecture (IA) after two **card sorting and tree testing** sessions.

Product Designer

Zylem Process Mining Solutions 07/2019 - 06/2020 London(Remote)

Zylem was a **cutting-edge startup** working on a new idea for big organizations called 'Process Mining'.

- Designed a complex web app from scratch, which led to **MCI, Iran's largest ISP**, becoming our first customer and helped us **raise \$80,000 in funding**.

Product Designer

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

The **leading lab management system in Iran**, with over 500 employees.

- Redesigned the primary persona's laboratory admission flow, resulting in a **~35% improvement in task success rate**.
- Designed and implemented a modern admin panel for lab administrators, which increased **daily patient admissions by ~10%**.

UI/UX Designer

Chista Rayaneh Pars 09/2017 - 09/2018 Tehran

I landed my first serious UX design job at Chista Rayaneh, a startup focused on an audiobook app. There, I embraced a data-driven approach and made a real impact on business metrics.

- Designed an audiobook mobile app from scratch**, achieving 250k installs in the Iranian app market.
- Conducted 3 exploratory research projects and collaborated with the PM to define the startup's roadmap.

UI Designer

Iran DNN 09/2016 08/2017 Tehran

IranDNN is a design and development agency where I got the chance to work as a UI designer on many big projects as part of an amazing team. I Created prototypes, wireframes, and high-fidelity screens for approximately 12 projects, primarily for governmental clients.

SUMMARY

Outcome-driven product designer with 9 years of experience across B2B and B2C domains such as Health, Security, FMCG, Data Mining, and Food Delivery.

Expert in **turning chaos into order, making data-driven decisions, designing habit-forming products, and collaborating with cross-functional teams**. I focus on designing for outcomes rather than outputs.

EDUCATION

Software Engineering, BEng

Shahid Beheshti University
09/2015 - 02/2021 Tehran, Iran

HCI Course

Rahnema College, Iran
07/2019 - 09/2019 Tehran, Iran

UX Design & Research Course

Tehran University
03/2019 - 04/2019 Tehran, Iran

SKILLS

UX Measurement **Design Documentation**

Stakeholder Management

Design Process Optimization

Problem Reframing **Gamified Systems**

Accessibility Guidelines(WCAG)

SIDE SKILLS

🎮 Game Design Education

As a self-taught game designer, I've honed my craft through independent study and hands-on experience. My passion for creating immersive gaming experiences has led me to design a variety of games, including captivating board games and thrilling escape rooms. **Currently, I lead a dynamic 6-member game design team**, and together, we've successfully crafted **three award-winning live escape rooms** here in Iran.

EXPERIENCE

Graphic Designer

[Farabi Accelerator](#) 09/2015 - 09/2016 Tehran

This was my first real job, and I was thrilled to start my career in graphic design. At Farabi Accelerator, I helped startups grow by crafting brand guidelines, posters, business cards, and more for about five startups. Occasionally, I also dived into UI tasks, which sparked my passion for designing digital experiences.

VOLUNTEERING

HCI Lab + 4 Free UX Design Courses

[Shahid Beheshti University](#)

02/2019 - 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.

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.