



MOHSEN SAMOUDI

PRODUCT DESIGNER

Tehran, Iran

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WORK EXPERIENCE

DESIGN LEAD

Tehran, Iran

Okala (Tejarat-e Electronic Koroush)

May 2023 - Present

As Product Design Lead at Okala.com, an online grocery marketplace in the FMCG sector, I not only spearhead the design strategy and execution but also actively engage in hands-on design work. My leadership is instrumental in driving the product design vision, significantly enhancing user experiences, and ensuring design consistency across all digital touchpoints. I collaborate closely with cross-functional teams to deliver innovative solutions that resonate with user needs and achieve business objectives, while also directly contributing to the design process to maintain the highest standards of creativity and execution.

- Directed the overall design strategy and execution, ensuring the product design vision aligned seamlessly with enhancing user experiences.
- Led and mentored a team of product designers, fostering a culture of creativity and collaboration.
- Defined and communicated product design strategy in alignment with company goals.
- Conducted user research to inform design decisions and drive continuous improvement.
- Collaborated with stakeholders to prioritize features, establish design guidelines, and develop intuitive user interfaces.
- Managed end-to-end design process, from wireframing and prototyping to delivering high-fidelity designs.
- Worked with cross-functional teams to ensure seamless integration and successful product launches.

DESIGN LEAD/ DESIGNER

Tehran, Iran

Areion Design (Danesh Digital Maah Wira LLC.)

Nov 2022 - May 2023

I work remotely with a team of designers, and we focus on client orders to deliver UI/UX, Product design requests. Helping the marketing team is my duty likewise.

- Conduct and structure UX research efforts such as Task Management and Persona Research with customers to make data-driven design decisions.
- Lead -team initiative to develop and implement a visual design system.
- Design UX strategy for clients and products.
- Design UI based on clients' requests and UX findings.

UI/UX LEAD / DESIGNER

Munich, Germany (Remote)

Fakir Informatik GmbH

Sep 2021 - Nov 2022

In the position, I worked individually as well as working in a team because of the various projects and the uniqueness of each. I could work and experience designing new technologies and standard and popular web apps/mobile apps.

- Collaborated with CEO, engineers, and data scientists to troubleshoot UX problems and improve user engagement.
- Created, refined, and tested prototypes for customers to share project visions; implemented improved data visualizations and a UI Library.
- Designed web apps and mobile applications based on clients' requests.
- Led UX Consultations for six external clients; organized and hosted Pondo's career panel.

UI/UX DESIGN LEAD

Kuala Lumpur, Malaysia

Hexamatics Servcomm Sdn Bhd

Feb 2019 - Sep 2021

I worked with Hexamatics as a design lead, and I've done different projects in Australia, the United States, Singapore, and Malaysia. I worked directly with Pickles Auction & Bonsey Jaden in Hexa. I led the design team of 5 people to deliver projects with the best practices and quality of product designs.

- Collaborated with CEO, Tech team, and customer success team to troubleshoot UX problems and improve user engagement.
- Designed mobile application for "Pedigree" Thailand and Philippines with more than 200K downloads. Generated a 58% growth in active users in 3 months.
- Designed the "Finish Line" in-store user experience for Nike USA. The campaign achieved more than 12,000 unique sessions in 1 month.
- Conduct and structure UX research efforts such as user interviews, surveys, and focus groups for projects.
- Researched and designed a mobile application for Pickles Auctions for Australian and Malaysian markets.
- Led UX Consultations for 13 external clients.

PROFILE

I am a seasoned product design professional with a rich foundation in innovative design thinking and a proven track record of leading teams effectively, both on-site and remotely. My expertise includes strategic planning for project and business development, tailored to meet both corporate goals and client needs. With extensive experience facilitating collaboration across all business levels, I have consistently driven growth and enhanced client satisfaction.

EDUCATION

AD - DIGITAL MARKETING

2015 - Shaw Academy (Online)

BA - CREATIVE MULTIMEDIA

2013 - Limkokwing University
Kuala Lumpur, Malaysia

FOUNDATION - ART AND DESIGN

2010 - Multimedia University
Cyber Jaya, Malaysia

CERTIFICATES & AWARDS

MAYBANK - YOUTUBE CONTEST

2013 - Industry Engagement for Maybank
YouTube Contest (3rd Place)

UX MANAGEMENT: STRATEGY AND TACTICS

2023 - Interaction Design Foundation

SERVICE DESIGN: HOW TO DESIGN INTEGRATED SERVICE EXPERIENCES

2023 - Interaction Design Foundation

EMOTIONAL DESIGN — HOW TO MAKE PRODUCTS PEOPLE WILL LOVE

2023 - Interaction Design Foundation

SKILLS

Design

- UX Research • UI/ Interaction Design
- Agile Development • Journey Mapping • Information Architecture
- Wireframing • Prototyping - Usability Testing • Data Analysis • Motion • Data Visualisation • Identity Systems

Soft Skills

- Problem Solving • Thinking out of the box • Team work • Client Interviewing
- Requirements Gathering • Presentation • Project Management • Resource Management • Market Research

Language

Persian (Native)
English (Ielts 7.0)

UX LEAD Cyberjaya, Malaysia	Nitco Solutions Sdn Bhd (Prestariang) Feb 2018 - Feb 2019	ONLINE PORTFOLIO <hr/>
	<p>I worked as a UX lead for Immigration Department of Malaysia project called "SKIN" I led a team of four UX researchers and designers.</p> <p>I published an MMI guideline for future usages that included case studies, wireframes, research, usability test results, mockups, and functional prototypes. We had UX/UI team with nine people.</p> <ul style="list-style-type: none"> • Planned and ran focus groups, user interviews, and surveys for better understanding problems and issues of users. • Designed multi-products for Visa, Immigration, and border transportation. • Created Wireframe flow, Mockups, and prototypes for a better understanding of the flow and product usability • Created, refined, and tested prototypes to share project visions. Implemented improved data visualizations and a UI Library. • Tested the usability of products with more than 100 participants. • Published MMI guidelines at the request of the Malaysia Government. 	<p>Kindly please scan the QR code below or check my online website: www.mohsensam.com</p>  <p>My Behance profile page: www.behance.net/uxerlife <i>*References are available upon request</i></p>
UX Director Kuala Lumpur, Malaysia & Singapore	Splash Interactive Sep 2017 - Feb 2018 <p>I was working as UX Director in the company, allowing me to work on exciting projects. I worked closely with different departments to deliver contracted projects by leading the UX team that included three more UX designers.</p> <p>Citi Bank Singapore, Singapore University of Social Sciences & Digi Malaysia were there projects that I worked on delivering at that time.</p> <ul style="list-style-type: none"> • Lead ideation, concept explorations, digital strategy definition, and solution execution for clients' products and campaigns • Strategized UX that reflected product success in different markets and industries. 	
UX Lead/ Designer Kuala Lumpur, Malaysia	Roche Pharmaceuticals Jun 2017 - Sep 2017 <p>Working in one of the biggest companies in the Pharma industry was an excellent experience. My duties were working on most of the internal platforms for all the users worldwide. I led the UX team remotely as all the other three designers were based in Poland.</p> <ul style="list-style-type: none"> • Led UX design in 8 people team by creating concepts, visuals, and specifications and representing design to the product team/owner. • Spearheaded communication with Product Owner, General Manager, Delivery Manager, and Region Manager to successfully complete the research and design process. 	
HEAD OF DESIGN Kuala Lumpur, Malaysia	Trusted Company.com Ltd Aug 2016 - Jun 2017 <p>I worked as a design leader in the design team that included designers and a front-end developer. I worked on TrustedCompany's product, which was about moderation and collection of customer reviews in a B2B platform. I worked on both panels for businesses and customers.</p> <ul style="list-style-type: none"> • Collaborated with Founders, Dev Team Manager, and other stockholders to complete designs. • Evaluated current branding, products, and company details to create new style guides and present alternative styles and dashboard designs. 	
SENIOR UI/UX DESIGNER Kuala Lumpur, Malaysia	SG Global Support Services Jun 2015 - Jul 2016 <p>Working in SG was a fantastic opportunity for me to work on well-known platforms for big charities in Asia, such as UNICEF, Makna, WWF, and Oxfam. I've researched, prototyped, designed, and developed two main products Online Donor Portal and Online Donation Portal.</p> <ul style="list-style-type: none"> • Designed and prototyped the CharitABLE web application/dashboard. • Designed and implemented landing pages for WWF, OXFAM, and UNICEF. • Redesigned and implemented the company's website. 	
SENIOR UI/UX DESIGNER Kuala Lumpur, Malaysia	General Entertainment and Media Jun 2013 - Jun 2015 <p>I worked in a team with developers to research and design a Video On Demand B2C portal and a couple of mobile applications for its purposes.</p> <ul style="list-style-type: none"> • Designed graphic assets for the website and print items • Redesign the company's website. • Designed UI Assets for the website • Co-operating with the dev team and project manager to complete designs successfully. 	
UI/UX DESIGNER & VISUAL DESIGNER Kuala Lumpur, Malaysia	Freelance May 2009 - Jun 2013 <p>Working as a freelancer during my study allowed me to work on different projects. I worked on various products developed for specific countries such as Australia, Singapore, Malaysia, the UK, the USA, and other Middle Eastern and Asian countries.</p>	