

# Ardalan Mohajer

## Product Designer

**Design Director** with extensive hands-on experience in creatively designing complex application interfaces and user interaction flow. A web and mobile application usability specialist with solid experience in optimizing user engagements, brand acquisition, and online presence.

## Contact Info

ardalanmohajer@gmail.com | (+98)912-7981219 | www.ardalanmohajer.com | Skype ID: Ardalanmohajer | Tehran / Iran

## Experiences

### **Instructor [TIT / 2003 – present]**

Teaching product design, UX design, UI design, UI development in Tehran Institute of Technology.

### **Sr. Product Designer [Phanoos Records / Oct 2020 – present]**

We are working on two music related applications: "Ticlix" and "Bong Radio". Ticlix is an online event selling app which you can buy concerts, cinema, theater, sports events and other events tickets through Ticlix. Bong Radio is an application similar to Spotify. I am responsible for: Analyzing the market, competitor analysis, users' needs and behaviors, defining product flow and requirements, writing the software use cases, choosing the best technologies, designing user flow and user journey map, designing the wireframes and Hi-Fid prototype, leading the designers and developers, QC and usability testing.

### **Sr. Product Designer [Exatrader / Jun 2020 – Dec 2020 / Contract]**

Exatrader is an exchange company who tends to enter online broking system. Discovering business process and requirements, writing standards, competitor analysis, keeping in touch closely with all team members and leading them to keep the standard line, designing user flow diagram, wireframing and prototyping are some of my responsibility. *Main outcome: I am bringing them to digital experience.*

### **Sr. UX Designer [ASA Jet Airline / Sep 2020 – Nov 2020 / Contract]**

Worked on ASA Jet. CRS (Computer Reservation System or Central Reservation System) is a system used to store and retrieve information and conduct transactions related to air travel, hotels, car rental, or other activities. Originally designed and operated by airlines. Worked on PMS, FMS, OMS, RMS, and Accounting and understood the requirements and flow then provide them CRS user flow, wireframes, design system, UI Components. Main outcome: I helped them to have a user-friendly interface and have a better understanding of their user's needs.

### **Consultant & Sr. UX Designer [Farhangian Welfare and Leasing Company / May 2020 – Sep 2020 / Contract]**

Farhangian welfare and leasing company is responsible to help teachers to lease vehicles and home appliances. Firstly, I was responsible to understand the leasing process and business flow and also design a cross-functional flow to give an overall view of all company's departments and their responsibility and relations. Furthermore, most of the UX design process including customer journey mapping, defining persona and empathy map, defining sitemap and IA, designing user flows, defining main application modules, and also wireframing and prototyping, all were my other responsibilities about this 6-month contract project.

### **Sr. UX Designer | Product Designer [Andisheno Co. / 2012 – 2020]**

Product manager & UX Designer of "Shopisoft": An enterprise level online shopping Web App.

### **UI Developer | Wordpress Developer [Andisheno Co. / 2008 – 2012]**

Designed, developed, debugged, and maintained website solutions and other products using HTML5.0, CSS3.0, JavaScript, jQuery, Bootstrap, LESS & SASS, Wordpress and other related frameworks and technologies.

### **UX/UI Designer [Andisheno Co. / 2005 – 2008]**

Communicated with clients to established overall design goals and satisfied their needs. Designed the Website Sitemap, Navigation Architecture, Wireframes and Graphical Assets using Fireworks and Adobe Photoshop.

### **UI Designer / UI Developer [Freelance / 2001 – 2005]**

Worked with HTML, CSS and JavaScript

# Certificates

**CIW Site Development Associate** / September 12, 2016 (Update)  
**CIW Associate** / April 12, 2003  
**CIW Professional** / May 19, 2003  
**CIW Ecommerce Technology & Practice** / July 14, 2003  
**Master CIW Designer** / July 14, 2003

# Skills & Tools

**Product Design:** Customer Journey Mapping, Service Blueprint, User Persona, Competitive Audit, Value Proposition, A/B Testing, Usability Testing, Content Audit, Sketching, Wireframing, Prototyping.

**Tools & Frameworks:** Axure RP, Adobe XD, inVision, Figma, Adobe CC, Material Design, Apple Human Interface, Bootstrap, Wordpress, Agile, Trello, SEO, Analytics, Git.

**Programming Languages:** HTML, CSS, Java Script, jQuery, React JS, LESS & SASS, Understanding of server-side and Database.

# Soft Skills

Leadership, Teamwork, Ability to work under pressure, Decision Making, Self-motivation, Creativity, Time Management, Adaptability

# Awards

TIT Web Department's Instructor of the year in 2006, 2007, 2008, 2009, 2010, 2014, 2018

# Languages

Persian (Native) | English (Advanced level) | Deutsch (B1)

# Main Projects

## **Bong Radio App** [Music App]

Role: Product Designer

## **Ticlix** [Concert and event selling system]

Role: Product Designer

## **Exatrader** [Online broking and trading system]

Role: Product Designer

## **ASA Jet** [CRS-Central Reservation System]

Role: UX Designer: User flow analysis, wireframing, prototyping.

## **Farhangian Leasing** [Leasing system]

Role: Consulting, current system analysis, UX research (persona, empathy map and user stories), UX design (user flow, wireframing and prototyping), software analysis and writing use cases.

## **Shopisoft** [online shopping software / 2014-2020]

Role: Product designer

## **Koodak24** [online kids portal / 2015-2017]

Role: Worked as an art director and interaction designer and managed the staffs to maintain the project visual style.