

Mohammad Abbasabadi

UX Designer

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Birmingham, UK

Experience

● Product Designer

PAMCo. • Apr 2019 - Aug 2021 • Tehran, Iran

- Assisted in technical decisions and planning the future vision of an Enterprise Asset Management SaaS product.
- Led ideations from sketches to prototypes and usability tests to provide solutions.
- Improved the user performance by %23 in the beta version by validating test results and iterating.
- Determined possible features and user flows by conducting user interviews and brainstorming sessions with stakeholders.
- Designed statistical A/B tests to make design decisions with %95 confidence.

● Senior UI/UX Designer

RMI • Sep 2017 - Apr 2019 • Tehran, Iran

- Managed a design team of three junior UI and graphic designers.
- User experience quality control within the development process.
- Created low and high fidelity prototypes in collaboration with the team.
- Conducted user interviews and usability test sessions for key products to design a user-centred product.
- Gathered and documented design requirements for the development team.
- Communicated with clients and stakeholders to define the design strategies, which increased the product's users to 300+

● Junior UI/UX Designer

RMI • Aug 2016 - Sep 2017 • Tehran, Iran

- Designed UI/UX of 30+ Magento eCommerce responsive websites for both B2B and B2C purposes for medium to big-sized businesses, which were purchased more than 200 times.
- Designed the personal and unique icon pack for websites.
- Developed the company's website which increased template purchases by %60.
- Designed the company's corporate identity

Education

● MSc of User Experience Design

Birmingham City University, UK

Sep 2021 - Sep 2022

● Bachelor of Graphic Design

University of Tehran, Iran

Jan 2012 - Jul 2016

Skills

Product design (lo-fi and hi-fi)

User research

Usability testing (moderated, unmoderated, cognitive walkthrough)

Inclusive design

Statistical experiment design and analysis

Typography

Graphic design

Tools

Figma/Adobe XD/Sketch

Adobe Creative Suite

Maze

Miro

Zeplin

HTML/CSS

Bootstrap

Certificates

Academic IELTS Test | 6.5

Issued by IDP July 2021

Fundamental of Digital Marketing

Issued by Google Apr 2020