

Pouria Tajik

Senior Product Designer

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PROFESSIONAL EXPERIENCE


- Senior Product Designer | Design System Manager, Alibaba Travels** ✓ Apr 2022 – present
Tehran, Iran
Alibaba Travels Co. is the pioneer of online travel services in Iran. It is providing innovative, competitive and enjoyable services for the people who visit Iran and all Iranians traveling around the world. We have a design system named Atlas Design System that serves our different products as a multi-brand design system. As the Design System Manager I:
- Work closely with design strategists, researchers, product designers and design engineers to ensure consistency between features, design tools, libraries, and code.
 - Consult with partners across design and engineering to prioritize the teams' efforts
 - Contribute to and help construct and implement a mission for the design system
 - Organize regular planning meetings to maintain team productivity
- Senior Product Designer | Design Systems, Graph-inc** ✓ Jun 2021 – Jan 2022
Tehran, Iran
- Managing the Design System team, including new component creation, documentation, scoping, and prioritization
 - Improved the design & development speed by **20%** after releasing the MVP version of the design system
 - Reduced the technical debt by **15%** after releasing the MVP version of the design system
 - More than **40%** of our products are using the MVP version
 - Creating the roadmap and vision for the future versions
 - Conducting explore and test sessions for designing the best solutions for the Design System that fit other products' needs
 - Setting and keep tracking the OKR (Objectives and Key Results) to deliver the best results possible
 - Creating processes for collaborating with other products in the organization
- User Experience Consultant, KarenCrowd Crowdfunding** ✓ Dec 2019 – Dec 2021
Tehran, Iran
Working as the user experience consultant and mentor for startups at KarenCrowd Crowdfunding, the first International Equity-based Crowdfunding Platform in Iran, I provide the necessary tools and knowledge to grow and go to the market.
- Senior Product Designer, Graph-inc** ✓ Sep 2020 – May 2021
Tehran, Iran
- Leading the Design Chapter, conducting 1-1 meetings with the design team members, focusing on team's personal development, mentoring the chapter members for growth and developing new skills
 - Creating and supervising the hiring process for the Design Chapter
 - Designing and Performing UX Research sessions such as Usability Testing & Contextual Inquiries
 - Analyzing the results of the tests to help to ideate better solutions
- Senior UX Designer, Shetab** ✓ Jan 2020 – Jul 2020
Tehran, Iran
- Improved the **SUS (System Usability Scale)** of the product from **37.5** to **70.5** by performing multiple usability testing sessions.
 - Performed UX Research and analyzed the test results.
 - Designed the user experience for HR SaaS products.
 - Supervised the process of designing the Design System needed for the products.
 - Reviewed and performed different tests, analyzed the results, and redesigned the products based on the test results.

UX Designer, Amin S.M.C 

Apr 2019 – Sep 2019

Tehran, Iran

- Redesigned a failed application to a successful one using User-Centered Design principles
- Did multiple iterations of user research and data analysis to have a clear understanding of the users' needs
- Worked with strong attention to detail and excellent record-keeping abilities.
- Organized and prioritized work to complete assignments in a timely, efficient manner.
- Functioned with strategic vision and a hands-on approach.

UI/UX Designer, BoursIran 

Apr 2018 – Jun 2019

Tehran, Iran

- Designed an enterprise-level web application.
- Designed the Design System for the products.
- Conducted the Usability Tests and Analyzed the test results.

 **COURSES****UX Management, Interaction Design Foundation**

Jul 2020 – Sep 2020

User Research, Interaction Design Foundation

Dec 2019 – Feb 2020

Practical Guide to Usability, Interaction Design Foundation

Oct 2019 – Dec 2019

Design Thinking, Interaction Design Foundation

Sep 2019 – Oct 2019

 **EDUCATION****Master of Science, Kharazmi University**

2016 – 2018

Karaj, Iran

Bachelor of Science, Islamic Azad University, North Tehran

2010 – 2015

Tehran, Iran

 **SKILLS****Design Tools***Sketch, Figma, Adobe XD, Zeplin, Abstract, Miro***Analytics Tools***Google Analytics, Yandex Metrica, Hotjar, Crazyegg***Design Thinking***Empathy, Define, Ideate, Prototype, Test***UX Research***Competitive Analysis, Usability Testing, Task analysis & persona hypothesis, A/B Testing, Interviewing, Affinity Diagramming, Information Architecture, Card Sorting***Data Analysis***R Programming Language, RStudio, Python, Pandas, Jupyter Notebook*

 **REFERENCES****Nazanin Chekinipoor, UX Designer, Just Eat Takeaway.com**

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Ahmad Mahmoudi, Senior Product Manager, Alibaba Travels

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 **LANGUAGES**

• Persian

• English