

POURIA MOUSAVI

Senior Product Designer

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EXPERIENCE

Senior Product Designer

Alva Labs 12/2024 - Present Stockholm, Sweden

Swedish HR tech company: psychometric assessment plus an end-to-end ATS.

- Designed Alva's hiring analytics end to end, applying **process mining** to recruitment pipelines and defining metrics new to hiring, such as **per-step candidate wait time**. Ran it as **both PM and designer** after the PM left.
- Built the design foundation for Alva's expansion into a full hiring platform: **candidate management, automations, candidate messaging, and job creation**.
- Owned the **design system** and connected it to Storybook through **AI-generated code-connect**, verified by engineering.

Senior Product Designer

Snappfood 12/2023 - 12/2024 Tehran

Iran's largest food and grocery delivery platform, 8 million daily users. I owned the homepage in 'Search & Discovery', after six months on the vendor side in 'Ads'.

- Moved ad sales from phone calls to a **self-serve online flow**, cutting **banner-sales handling time by 71%** and lifting **"Vendor Ads" active vendors by 5%**.
- Designed homepage **stories** with in-story add-to-cart, after research showed the largest browsing segment left without ordering.

Product Design Consultant

OKALA 09/2023 - 11/2023 Tehran

One of the leading FMCG platforms in Iran, 500+ employees. I consulted alongside the team to **shape the roadmap and guide the platform redesign**.

Product Designer

Graph Security Solutions 01/2020 - 07/2023 Tehran

Iran's foremost multi-product security software company. I designed for ATD, its largest product.

- 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**, growing the team **from 2 to 5** and turning a tech-led company into a design-led one over 3 years.
- Increased main task success rate by **~15%** by redesigning the IA, validated through **card sorting and tree testing**.

Product Designer part-time contract

Co-Life Health Care Solutions 2022 - 2023 Tehran

The **leading lab management system in Iran**. Sole designer, keyboard-first UX for reception staff.

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

Product Designer part-time contract

Zylem Process Mining Solutions 2021 - 2022 London (Remote)

A **cutting-edge startup** doing 'Process Mining' for large organizations. Only designer, built from zero.

- Designed a complex web app from scratch, winning **MCI, Iran's largest ISP** as first customer and helping raise **\$80,000 in funding**.

UI/UX Designer

Chista Rayaneh Pars 01/2019 - 01/2020 Tehran

My first serious UX role, at an audiobook startup. Designed an **audiobook mobile app from scratch**, ran **3 exploratory research projects**, and shaped the roadmap with the PM.

UI Designer

Iran DNN 2018 Tehran

Design agency. Wireframes and high-fidelity screens for approximately **12 projects**, mostly governmental, including Golestan Palace ticketing and SAIPA.

Graphic Designer

Farabi Accelerator 2017 Tehran

My first job. Brand guidelines, posters and business cards for about five startups, plus occasional UI work, which sparked my passion for digital design.

SUMMARY

Outcome-driven product designer, designing professionally since 2017, across B2B and B2C domains such as HR, Security, Health, Data Mining, FMCG, and Food Delivery.

Expert in **turning chaos into order, prioritizing outcomes over features, and collaborating with cross-functional teams**. AI-native in practice: designing AI products and building with AI, from research through to production code.

EDUCATION

Software Engineering, B.Eng.

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	UX Research & Insights
End-to-End Design Ownership	
Design Systems	Designing AI Products
AI Rapid Prototyping	Design Documentation
Stakeholder Management	
Solving Wicked Problems	Problem Reframing
Gamification	Accessibility Guidelines (WCAG)

SIDE SKILLS

Game Design Education

As a self-taught game designer I have designed board games and escape rooms. I lead a **6-member game design team**, and together we have crafted **three award-winning live escape rooms** in Iran.

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, running regular knowledge-sharing sessions and weekly UX workshops as a mentor.

I also organized **free UX courses four times**, each 40 hours with 20 participants in five teams, guiding them through their first design projects and into junior design roles.