



# MOHSEN FARAJI

Product | Experience Designer

## SPECIALTIES

- Product Design
- Experience Design
- Interaction Design
- System Design
- Service Design
- Data Analysis
- Visual Design
- Interface Design
- User Research
- Usability Testing
- Rapid Prototyping
- Product Analysis
- Information Architecting

## TOOLS

- XD Design
- InVision Studio
- Photoshop
- After Effect
- Tag Managers
- Figma
- Justinmind
- Illustrator
- Premiere
- Product Analytics Tools

## MIDLING | LEARNING

- HTML / CSS
- Python
- Robotic
- Psychology
- JavaScript
- Photography
- Robot Design

[See Portfolio](#)



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## EXPERIENCES

### SnappFood • Product Designer

Nov 2020 - Present • 2 mos

### DADSUN • Co-Founder and Product Designer

Jun 2017 - Aug 2020 • 3 yrs 3 mos

Led the design processes and team. Defined and design new features, products, and services. Executed research, and redesign DADSUN's products trough user research, wireframing, interface design, experience research, information architecting, and copywriting. Working closely with the business team, developer team, and stakeholders for their needs and challenges that get to the best solutions for problems. Identified and investigated users' problems and needs through analysis of users' behavior, usability test, and user research. Executed a data-driven system for analysis users and a user-centered problem-solving process. Probably you know a startup guy should be a swiss army knife :) some times, so there were more different experiences at this position and period.

### MySelf • Freelancer

May 2013 - Jan 2017 • 3 yrs 9 mos

Executed design freelance animation, graphic, and interface projects focused on graphic design. Started to research and work in users' experience field and limited period worked on my robot product that didn't compete.

### Samsung AUT Tech • Product Design Tutor

### Creative Mornings Tehran • Media Team Member

### SO Fashion • Brand Designer

### Silk Road Startup • Stage Designer / Director

### Pardis Startup Event • Graphic Designer

### Some Startup Weekends • Graphic Designer / Design Mentor

## EDUCATIONS

### Shahid Rajae University

2016 - Present

Electrical Engineering - Bachelor's Degree

## HIGHLIGHTS

I love to create new things that would be a solution, a feeling, or a cutting-edge product. Creativity and problem-solving are necessary as blood in my vessels for me ^\_^ and I'm a little generalist and like to try new things and experiences. My additional favorite fields are technology, robotics, AI, science, psychology, and sociology.