

# Amir Manoochehri

Senior Interaction,  
Visual & UI/UX Designer

## Personal Information

### Statement

## Work Experience

### Ideh Bartar Keyvan

Part-time Iran-Tehran  
Dec 2020 - Present

#### MIB E-Commerce Shop (Product)

(Dental product sales solutions)

#### MIB Clear Aligner (Product)

(Brand Design and Product Develop)

### KnowledgeHut upGrad

Contract USA / India  
Jul 2022 - Present

### Vigosmart Group

Consultant Iran-Tehran  
Dec 2011 - Present

### Deeep Studio

Freelance Iran-Tehran  
2018 - Present

#### Iran Card (Product)

(Bank Payment Solutions)

#### Finnotech Website

(Fintech and Banking Solutions)

### Hamgam Corporate

Full-time Iran-Tehran  
Apr 2016 - Nov 2018

#### Market Orient (Start-up / Product)

(Branding, Marketing & Sales Automation)

#### Decol App (Digital Product)

(Decoration Shop with AR Feature)

#### Dona App (Digital Product)

(Period and Health Tracking for Ladies)

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As a designer, trying to create unique, feasible, and shapely creations from scratch to live is always my tradition. Years of working in the field of interaction design have taught me that the superiority of this art and skill over other species is not only in the praise of the audience out of ignorance but incidentally arises from the pure state that seeps from within their mind and souls through a practical experience and makes them useful and even suggesting to others. That is why my innate commitment to designing and developing a product has been borrowed from this manifesto and still goes on, a pure and perfect audience satisfaction! “ **A good wine needs no bush** “.

### Lead Interaction & UI/UX Designer

- . Creating new components and patterns by collaborating with product managers, UX designers and UI designers
- . Developing creative and visual briefs based on ideas established in brainstorming sessions with direction, schedules, and expected deliverables for the team
- . Delegating projects to in-house designers and overseeing implementation and storyboards
- . Defining and presenting completed ideas to clients/team members
- . Generating user requirements specifications, personas, storyboards, scenarios, flowcharts, design prototypes, and design systems
- . Designing and specifying user interfaces and information architecture

### Consultant - SME for UI/UX Bootcamp program

- . Designing the metrics of success for the program
- . Defining, creating the curriculum, conducting the Bootcamp, and mentoring and training the trainers.
- . Responsible for the end-to-end success of the program - Sales, Delivery, Pedagogical effectiveness, and Student outcomes

### Lead Interaction & UI/UX Designer

- . UI and UX design consulting to train clients in user experience best practices
- . Supervising design team and leading UI/UX designer to keep the standards
- . Conducting brainstorming meetings, user research, and designing user-centered solutions

### Lead UI/UX Designer

- . Participating in developing main design concepts and user journeys
- . Sketching out ideas and making models
- . Illustrating design ideas using storyboards, process flows, and sitemaps
- . Leading design activities to understand user needs & business opportunities
- . Designing multi-platform design systems
- . Design and build dashboards, CRM panels, banking and Fintech APIs for enterprise businesses

### Lead Interaction & UI/UX Designer

- . Collaborate and support the UI/UX designers across various projects
- . Plan and implementation in outlining solutions by user interaction methodology in the form of mock-ups, models, wireframes, documentation, and prototypes
- . Collaborate with start-up main team members and stakeholders to help make strategic design and user-experience decisions
- . Leading the team in order to expand mastery of the business goals and pushing back on stakeholders with innovative UX/UI proposals
- . Conceptualizing original ideas in order to bring simplicity and usability to complex design roadblocks
- . Conducting design activities to understand user needs & business opportunities, uncovering business or user needs with the goal to generate potentially feasible solutions

## Pixel Idea Designers Group

Full-time Iran-Tehran  
Dec 2005 - Oct 2016

### Active Idea

Full-time Iran-Tehran  
Apr 2000 - Sep 2003

## Skill Set

### Expertises

Interaction design, service/product design, web and mobile UI/UX design, prototyping, data visualization, problem-solving, web design, responsive UI design, wireframing, storyboarding, sketching, brand identity design

### Research / Ideation

User flows, user testing, A/B testing, analytics, usability testing, user interviews, sitemap, information architecture, user journeys

### Deliverables

UI kits, design systems, GUI designs, presentations, reports, wireframes, interactive prototypes, visual design, style guide creation, developers' style guides, typography, mockup designs, web pages designs

### Coding

HTML, CSS, Bootstrap framework, jQuery optimizations, responsive design, HTML-based email

### Side Experience

- Teaching & Mentorship ( UI/UX Design courses in Contemporary Arts Academy - Iran-Tehran )
- Designing and Development for Smart TVs App ( LG Smart TV )
- Movie and sound editing ( Adobe Premiere, Sound Forge for Social Media Content )
- Working in startup environments within the past 4 years and having work experience in complex situations and agility in making decisions and implementation and also interacting with the team to achieve the best possible result

### Tools

- **Pen and Paper**
- **Adobe Photoshop**
- **Adobe Illustrator**
- **Adobe XD**
- **Figma**
- **Sketch**
- **Invision Studio**
- **Visual Studio Code**
- **Dreamweaver**
- **Expression Web**
- **Trello**
- **Jira**
- **Miro**
- **Adobe Premiere**

## Achievement & Qualifications

- The Official **IGDS Member** ( Iranian Graphic Designers Society ) (member of ico-D)
- **Web Design Certificate** of Iran Technical & Vocational Training Organization (TVTO) (2010)
- Nominated and Selected for **the IQS Intl. Quality Summit Award by BID, the Business Initiative Directions** (New York,2014)
- Won **First place** in the 2nd IRIB Festival for best Graphic Pattern (2000)
- Won **Third place** in the 1st IRIB Festival for best Virtual Studio Designing (1999).

## Education

**Plant Breeding Engineering** 1994 - 1998 Karaj - Iran  
Azad University  
Bachelor's degree

## Language

- **English** (Business Conversation Fluency)
- **German** (A1)
- **Farsi** (Native)

## Hobbies

▪ **Reading** ▪ **Movies** ▪ **Music** ▪ **Tennis** ▪ **Swimming** ▪ **Drawing**