Aydin
Modarres Avval

Product Designer - UI UX Designer

UI/UX and **Product Designer** with 8+ years of experience in hosting, e-commerce, banking, and teaching sectors.

Proficient in end-to-end design processes from **user research** and **journey mapping** to **UI design, prototyping,** and **usability testing.**

Experienced in creating web and mobile experiences using **user research** and **data-driven** insights to deliver intuitive, **user-centered solutions**.

Skilled in **Design Systems, component libraries,** and **accessibility standards (WCAG).**

Professional Experience

UI/UX Design Instructor - MFT Institute, Saee & Ekbatan Brs.

2024 - Present

Teaching fundamental and advanced **UI/UX design**, guiding students through the full **product design** process with **hands-on, practical projects.**

UI/UX Designer - Export Development Bank of Iran

2024 - April 2025

- **Customer Club Design (Front Office, Back Office, Landing Page)**
  Led the entire design process from **stakeholder interviews** and **competitive benchmarking** to **UI/UX design** and **usability testing**. Improved user experience by aligning features with **user mental models** and addressing **competitor pain points**.

- **Designed the "Nearest Branch" and mobile banking support feature** .

- **Dashboard UX Audit & Form Optimization**
  Conducted UX audit of dashboards to assess **usability** and **task flows**, identifying friction points via **heuristics** and user behavior. Led form redesign and optimization, **reducing errors** through **usability testing** and improved **UX writing**.

- **Ava New Project UI UX-Design**
  Led full UX/UI design for the Ava New application, from **stakeholder interviews** and **requirement gathering** to **competitive benchmarking** of top AI platforms. Applied the **4W Diamond framework** to define key features and delivered both **low- and high-fidelity prototypes** aligned with **product goals** and **user needs.**

UI/UX Designer - Digi Qathe Corp.

2020-2023

Led a team to perform comprehensive **UX audits** and **analysis** of the website, collaborating closely **with the marketing team** to redesign pages with high **drop-off rates**. Implemented **strategic improvements** to boost user engagement.

UI/UX Designer, Web Developer - Iran Host Corp.

2017 - 2021

Conducted **usability testing** and **Hotjar analysis** to identify and prioritize **UX issues**. Redesigned the **information architecture** and navigation using **affinity diagrams**, **card sorting**, and **tree testing methods**.

Tehran, Iran

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B.Sc. in Information Technology

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Certifications & Licenses

- **Product Design**
  Amanj Academy 2022
- **Design System**
  Amanj Academy 2022
- **UI UX Design**
  Inverse School 2020

UX Design Skills

- Design Thinking (W-Diamond)
- Human Center Deign
- Research
- User Interview
- Audit
- Usability Testing
- User Story
- Story Boarding
- User Journey Map
- User Flow

UI Design Skills

- Design System
- Style Guid - UI kit
- Sketch
- Wireframe
- Prototype (Low - High)
- Mood Board

Front end Develope Skills

- HTML5
- CSS3

Tools

- Figma - Figjam
- Photoshop
- Illustrator

Soft skills

- Cross-Functional Teamwork
- Time Management

LANGUAGE

- Turkish (Native)
- Farsi (Native)
- English (Advanced)