MOHSEN SAMOUDI

PRODUCT DESIGNER

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ABOUT

Product Designer with 10+ years of experience designing user-friendly digital products across multiple industries. My work centres on user research, interaction design, and creating interfaces that support clear, efficient user journeys. I enjoy solving complex problems through structured thinking, prototyping, and iterative improvement to help products become more intuitive and effective.

EXPERIENCE

Head of Product Design • Okala

March 2023- Present | Tehran, Iran

- Led the redesign of Okala's core shopping experience, improving conversion rate by 8% and orders per customer by 6% through refined navigation, optimized task flows, and clearer interaction patterns.
- Redesigned the product card component with updated hierarchy, visual balance, and CTA behaviour, resulting in a 6% increase in Add-to-Cart rate across key pages.
- Designed the new Service Line section, enabling smoother navigation across multiple business units and contributing to growth in overall order volume.
- Introduced a new CSAT feedback module, enabling a consistent flow of user insights that informed prioritisation and iterative UX improvements.
- Redesigned the in-app ticketing and support experience, reducing support load by 8%, improving in-app response time by 12%, and helping raising 20% of response time.
- Conducted 80+ usability tests and 60+ interviews annually, achieving an 80% task success rate, reducing rage clicks, and validating improvements across shopping, category, and checkout journeys.
- Improved discoverability by restructuring category information architecture using Card Sorting and Tree Testing, delivering a 5% increase in item discovery.
- Established a repeatable research and testing workflow, integrating insights from usability tests, surveys, and behavioural analytics (Clarity, Metabase) into weekly design iterations.
- Collaborated closely with product and engineering teams to frame problems, validate hypotheses, and deliver high-quality solutions across multiple high-impact surfaces.

Product Design Lead • Fakir Informatik GmbH

Sep 2021 - Jan 2023 | Munich, Germany

- Collaborated with the CEO, engineers, and data scientists to identify and resolve UX challenges, driving a 12% increase in user engagement across key platforms by refining user flows and addressing friction points.
- Designed Inno2Fleet, an automotive fleet app that allowed drivers to locate the nearest electronic charging stations, resulting in a 56% onboarding conversion rate and contributing to an 8% increase in user retention for electric vehicle operators.
- Developed a scalable design system for the Talent Pool Platform using an atomic design approach, ensuring interface consistency and reducing design-to-development time by 30% across new feature rollouts.
- Redesigned Volunteer Vision's call session interface and user experience, resulting in a 73% improvement in user ratings (from 2.2 to 3.8) within two months by simplifying workflows and enhancing visual clarity.
- Spearheaded user testing initiatives to validate design solutions, achieving a 20% reduction in user error rates and accelerating adoption of newly released features.
- Partnered with cross-functional teams to align design objectives with business goals, contributing to a 10% increase in client retention through improved product usability and engagement.

UI/UX Design Lead • Bonsey Jaden Sdn. Bhd.

Feb 2020 - Sep 2021 | Kuala Lumpur, Malaysia

- Partnered with cross-functional teams to develop an interactive platform for tracking canine routines, driving a 20% increase in annual revenue of Tech Department and improving client satisfaction rates through enhanced performance and time management.
- Designed the AF1 Rotation sneaker wall for Nike USA (Finish Line), generating 20K+ unique sessions within the first month and receiving outstanding feedback from both users and stakeholders.
- Provided UX consultancy for 13 external clients, including L'Oréal Paris, Air Selangor Malaysia, Suntory Japan, Cathelon Thailand, and Pedigree (Thailand and Philippines), TUMI Singapore. Delivered tailored design recommendations that aligned with business goals, resulting in improved user satisfaction and product performance.
- Spearheaded platform usability testing sessions, uncovering critical friction points that informed iterative design updates, resulting in a 7% improvement in task completion rates.
- Led the design of the Pedigree WeR4Pet mobile application, resulting in 30,000+ downloads within the first six months and contributing to increased user confidence and knowledge, as reported through feedback channels.
- Introduced design documentation and presentation frameworks for clients, streamlining communication and ensuring clear articulation of design decisions, enhancing stakeholder buy-in.

Product Design Lead • Pickles Asia Sdn Bhd

Feb 2020 - Sep 2021 | Kuala Lumpur, Malaysia

- Created a mobile application to digitise traditional auctions, driven by extensive research, user interviews, and UX testing. This initiative migrated over 40% of local clients to the online platform, contributing to a 17% increase in auction participation rates within the first year.
- Enhanced the product's auto-bidding system, leading to a 30% boost in user engagement and a 8% rise in average bid values, driving higher overall investment and participation.
- Introduced a live audio feature for auction sessions, designed to cater to longtime clients, resulting in a 11% increase in client retention rates.
- Facilitated collaboration between development, marketing, and sales teams to ensure seamless integration of new digital features, aligning project goals with business objectives and improving internal workflows.

Product Design Lead • Nitco Solutions Sdn Bhd (Prestariang)

Feb 2018 - Feb 2019 | Cyberjaya, Malaysia

- Planned and conducted focus groups, interviews, and surveys to uncover critical user pain points, translating insights into product decisions that improved feature relevance and user satisfaction.
- Designed end-to-end flows, interaction models, and prototypes that clarified requirements and reduced rework, accelerating delivery timelines for multiple product teams.
- Built improved data visualisation patterns and contributed to a scalable Design System, reducing design inconsistencies and enabling faster, more unified UI development across projects.
- Led usability testing with over 100 participants across a full year, identifying high-impact friction points and implementing solutions that increased task completion rates by 82%.
- Published MMI usability and interface guidelines for the Malaysia Government, supporting national initiatives focused on accessibility, consistency, and user-centred digital services.

UX Lead • Splash Interactive

Sep 2017 - Feb 2018 | Kuala Lumpur, Malaysia

- Consulted with major clients including Citi Bank Singapore, Pioneer, Digi Malaysia, and SUSS, conducting discovery sessions and audits to identify usability issues and define UX strategies that improved engagement and conversion across multiple digital platforms.
- Redesigned the Citi Bank mortgage platform, improving the loan calculation experience and increasing session-to-calculator conversions by 14%, which led to a 3% increase in qualified lead generation for the lending team.
- Created end-to-end user flows, interaction models, and UI patterns that streamlined complex financial and enterprise workflows, improving clarity, reducing cognitive load, and increasing task efficiency across client projects.
- Partnered closely with engineering and marketing teams to validate feasibility, refine requirements, and ensure consistent delivery of user-centred solutions across markets and channels.

UX Lead • Roche Pharmaceuticals

Jun 2017 - Sep 2017 | Kuala Lumpur, Malaysia

- Designed a performance management system for Roche Headquarters (Madrid), mapping workflows, clarifying requirements, and creating prototypes that improved clarity, evaluation flow efficiency, and alignment with internal organisational processes.
- Collaborated across Poland, Hungary, and Malaysia offices to support the setup of regional UX capabilities by defining workflows, design standards, and collaboration practices for distributed teams.
- Conducted remote usability testing and user interviews for Roche's Data Entry Platform, partnering with scientists from the Switzerland R&D Center to uncover domain-specific pain points and refine the platform for accuracy, efficiency, and scientific data integrity.

Lead Product Designer • Trusted Company

Aug 2016 - Jun 2017 | Kuala Lumpur, Malaysia

- Evaluated the company's product and brand ecosystem and created a scalable UI Library, improving interface consistency, reducing design debt, and enabling faster implementation across product surfaces.
- Redesigned multiple dashboard interfaces, improving information hierarchy and task clarity for operational teams, and reducing friction in daily workflows.
- Designed high-performing landing pages for WordPress and Magento plugins, achieving a 16% conversion rate and significantly increasing plugin adoption.
- Redesigned the customer rating widget, improving usability and interaction clarity, which led to a 20% increase in feedback submissions across user touch points.
- Developed a new website experience with multiple targeted landing pages, improving content structure and contributing to higher qualified lead generation and improved acquisition performance.

Senior UI/UX Designer • SG Global Support Services

Jun 2015 - Jul 2017 | Kuala Lumpur, Malaysia

- Designed and prototyped the CharitABLE web application and dashboard, creating an intuitive interface to streamline charitable contributions and enhance user engagement.
- Designed and implemented landing pages for WWF, OXFAM, and UNICEF, driving donor engagement and supporting fundraising efforts through visually compelling and user-friendly designs.
- Redesigned and launched the company website, improving brand presence and optimizing the user journey to better reflect the company's mission and services.

UI/UX Designer • General Entertainment and Media

Jun 2013 - Jun 2015 | Kuala Lumpur, Malaysia

- Designed graphic and UI assets for the website and print materials, ensuring consistent branding and visual appeal across all touch points.
- Collaborated with the development team and project manager to ensure smooth integration of designs, meeting project milestones and quality standards.
- Design a VOD platform for middle-eastern content which helped to re-design and re-structure the discovery, also added smoother flow to watch videos

UI/UX Designer • Freelancer

May 2009 - Jun 2013 | Kuala Lumpur, Malaysia

- Designed graphic assets for the website and print items
- Designed UI Assets for the website
- Co-operating with the dev team and project manager to complete designs successfully.

EDUCATION

Advanced Diploma • Digital Marketing

2015 - Shaw Academy
Online

Bachelor Degree • Creative Multimedia

2013 - Limkokwing University
Cyberjaya, Malaysia

Foundation • Art and Design

2009 - Multimedia University (MMU)
Cyberjaya, Malaysia

CERTIFICATES & AWARDS

UX Management: Strategy and Tactics

Interaction Design Foundation

Service Design: How to Design Integrated Service Experiences

Interaction Design Foundation

Emotional Design:How to Make Products People Will Love

Interaction Design Foundation

Maybank Youtube Contest

2013 - Industry Engagement for Maybank YouTube Contest

SKILLS AND TOOLS

User-Centred Design • UX and UI Design • Prototyping • Design Systems • Information Architecture • Product Thinking • User Research • Data-Driven Design • Problem Framing • Roadmapping and Planning • Design Leadership • Cross-Functional Collaboration

Figma • FigJam • Miro • Adobe XD (optional) • Adobe Illustrator • Adobe Photoshop • After Effects • LottieFiles • Principle or ProtoPie • Zeplin • Microsoft Clarity • Hotjar • Maze • Metabase Gerafana • Google Analytics • Jira • Confluence • Notion • Slack

LANGUAGE

Persian • Native

English • Professional