

# MOHSEN DAEMI

## Portfolio:

[MOHSENDAEMI.COM/UX](http://MOHSENDAEMI.COM/UX)

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| SaaS | B2B | B2C |

I have the experience of working in different industries and platforms like **AI assisted trading, Immersive experience 3D, BIM tools, Fintech & web3**. I've worked within design teams & independently for about 10 years as a designer on **UX/ Design systems/ UIs/ Visuals & prototyping**. I am expert in graphics and prototyping tools like **Figma, Adobe** family and many other. I've studied, designed & researched UX/UI/HCI & user centered design in my **Masters of Design**. I also researched interaction (HCI) design in my **BA design Degree**.

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## Skills & Keywords :

Service Design, Visual User Interface, UX, Design systems, HCI, Interaction design, Wireframing, Prototyping, Mockups, High/Low fidelity prototyping, Figma, UX research, UI graphics, Ergonomics, User center design, Input device interactions, Website UX, User behavior, Service Design, Product Design, Web design, Service design and development, 2D/3D Graphics

## Senior Product Designer | Interaction & UXUI Design

Located in Carlsbad, CA | 10 Yrs. Experience | BS & MS In Design (UX Design)

### 2023 –24 | Sr. Product Designer @ DateWise.AI

AI Startup

I am the senior product designer in leveraging the power of AI and employing thoughtful design principles, our aim was to foster meaningful connections while prioritizing user safety and comfort.

### 2021–Oct 23 | Sr. UX/UI Designer @ USG Corporation

Fortune 500

I am the senior product designer and strategist, working within an agile product development environment on different products. I am designing experiences for three products within a SaaS model. I am leading these products toward a user centered experience and intuitive user navigation, for Web-Apps, 3D unity, Dashboards, Landing pages, BIM tools on website & design applications like Revit and an immersive streaming experience for USG materials. I have created and managed design systems for these products.

### 2021–22 | Sr. UX/UI Designer @ Goodblock INC

Crypto Startup

As a UX/UI designer, I have been developing different blockchain based projects including a voting application for IOS & Android called Decide APP, NFT related projects and websites. I develop the products from designing the flow, creating wireframes to prototyping and delivering the final designs and asset libraries for development.

### 2019–21 | Sr. UX Designer @ Analystika California

AI Startup

I was the product designer, working on experience of (AI) based trading application and service. I worked on flow, visuals, usability testing, conducting field research on stakeholders, developing user personas, creating and managing user groups, focus groups and regular usability testing.

### 2014–19 | Visual Designer @ UMass Design Team

Design team

My tasks included infographics and presentations design, concept visualizations, 3D/2D designs graphics. I held this position while studying my UX Masters as an assistantship award. It was first a Part time and then fulltime position.

### 2011–15 | Lead /UX/UI Designer @ fotoup Network

Startup

I was the lead UX/UI designer. I established the social network UX fundamentals and service flows, product research, usability testing, creating user personas. I started as UX/UI specialist and then I became the design lead, overseeing a group of 5 designers. I was responsible for designing of both the mobile apps and the website.

### 2009-12 | Visual Designer @ Cube Studio

Design Agency

I was in charge of all 3D Motion graphics, animations and advertising videos. I visualized many design projects.

### ❖ Master's in Design (UX/UI) | 2016 | University of Mass Amherst, MA

**Thesis:** Usability of Design software tutoring systems' UX/UI and intuitive real-time usability of design systems, both BIM & graphics design software. Focused on how UX can activate or curb design creativity.

### ❖ B.A in (Product) Design | 2011 | University Of Science And Technology, Teh

**Thesis :**HCI and 6 degree of freedom in computer interaction Inputs design, is a 6 DOF possible in a relative or absolute platforms.

**UX Design:** Figma/FigmaJam, Invision, Sketch | Adobe XD and other products | (Familiar with : Axure, Balsamiq, Figma, Proto.io etc)

**Graphics:** Photoshop | Cinema 4d (2D) | Art rage studio | Adobe Illustrator | InDesign | (+Familiar with other Adobe apps)

**Time Base Graphics:** Adobe premiere | Sony Vegas Pro | Cinema 4d (3D)

Experience

Education

Skills