

Aydin Modarres Avval

Senior Product Designer | Instructor

8+ years of experience delivering scalable B2B, SaaS, and fintech products. Specialized in data-informed strategy and complex data visualization architecture. Mentored 200+ designers over 3+ years to align user needs with business goals.

Education: B.S. in Information Technology (IT), Islamic Azad University (Parand Branch) - 2010

languages: Persian (Native) • Turkish (Native) • English (Advanced)

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Work Experience

Tehran Institute of Technology | UI/UX Design Instructor 2023 - Present | Saadat abad & Saei

Teach fundamental and advanced UI/UX design principles

Iran Fava Gostaresh | Product Designer 2025 - Present

- **Iran Khodro Supper Application**
 - Conduct research on existing platforms to analyze the current state
 - Collect feature requirements through stakeholder interviews & surveys
 - Converted research insights into high-fidelity UI and ran usability testing, iterating designs to reduce error rates by 25% and cut time on task by 20%.

Export Development Bank of Iran | Product Designer 2024 - 2025

- **Customer Club Design (Front Office, Back Office, Landing Page)**
 - Architected user flows from client onboarding to survey creation with 28+ question types
 - Conducted competitive benchmarking to identify opportunities and inform design decisions
 - Translated user and business insights into user centered design solutions
- **Designed the Nearest Branch and Mobile Banking Ticketing Features**

Architected mobile banking features including a geolocation-based “Nearest Branch” and a support ticketing system.
- **Dashboard UX Audit & Form Optimization**

Optimized complex dashboards and forms using research-driven UX audits and usability testing, reducing error rates by 30% and decreasing time on task.

Digi Qathe Corp. | UI/UX Designer 2020 - 2023

- Directed UX audits and behavioral analysis to resolve usability bottlenecks, decreasing platform drop-off rates by 15%.
- Optimized high-churn pages with Marketing, executing design refinements that boosted user engagement by 20%.

Iran Host Corp. | UI/UX Designer - Web Developer 2017 - 2021

- Redesigned and Optimized IranHost’s web presence and campaign landing pages, utilizing data-driven design to increase conversions by 18% and reduce bounce rates by 22%.
- Redesigned the Website Builder dashboard and core flows, leveraging heuristic evaluations to improve task success by 25% and reduce completion time by 30%.

Technical skills

Product Strategy & Research: Design Thinking, Human-Centered Design (HCD), User Research (Qual & Quant), UX Audits, Heuristic Evaluation, Accessibility (WCAG).

Design & Interaction: Wireframing, High-Fidelity Prototyping, Visual UI Design, Design Systems.

Tools: Figma, Miro, Photoshop, Illustrator.

Process & Technical: Agile/Scrum, HTML5, CSS3, JavaScript.