

# Mostafa Taghipour

UI UX Designer · Design System Manager · Icon Designer

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## About Me

I'm Mostafa, A UI/UX Designer With 5+ Years Of Experience In Creating User-Centered Designs That Drive Business Growth. With A Background In Social Science Research, I Have A Strong Understanding Of User Behavior, Uncovering Patterns, And Conducting Impactful UX Research. I Believe In Designing Interfaces That Are Minimal Yet Functional, Balancing Aesthetics And Usability To Meet Both User And Business Goals.

## Work Experience

### Inity / Design System Manager

FEB 2025 – JUN 2025 · PART TIME · DUBROVNIK, CROATIA

Led The Design And Implementation Of A Scalable Design System For SaaS Products At Inity On A Short-Term Project. Delivered A Flexible Yet Standardized Framework That Increased Design-To-Development Efficiency By 30% And Accelerated Feature Delivery By 25%. Improved User Experience Consistency Across 3+ Products. Also Contributed To The UI/UX Design And Successful Design System Integration Of The BBR Product, Reducing Design Inconsistencies And Development Rework.

### STM (Smart Tour Media) / Design Lead

FEB 2024 – MAY 2025 · CONTRACT · FULL TIME · DENVER, USA

Worked As A Freelance Design Lead, Providing User-Focused Design Solutions For Different Digital Products And Marketing Platforms. Took Ownership Of The Full Design Process From Understanding User Needs And Defining Priorities To Creating Clean, Easy-To-Use Interfaces. Helped Clients Tackle Usability Issues And Improve Their Product's Look And Feel In Line With Their Goals. Managed Communication And Collaboration With Developers And Clients To Deliver Clear, Consistent Designs And Smooth Handoffs.

### UI ASTRA Framework / Icon Designer

OCT 2023 – MAR 2025 · REMOTE · PERU

Responsible For Designing And Delivering Over 400+ Custom Icons To Support The UI ASTRA Framework, Improving Visual Consistency By 40% Across Products. Worked Closely With Design And Development Teams To Ensure Icon Sets Were Functional, Scalable, And Aligned With Project Goals, Resulting In A More Cohesive And Engaging User Experience

### Voyager / UI UX Designer

DEC 2023 – JUN 2024 · CONTRACT · LONDON · ENGLAND

Designed Intuitive User Interfaces And Enhanced The Usability Of Voyager's Digital Products Through Clear Wireframes, Interactive Prototypes, And Polished UI Assets. Focused On Streamlining Complex User Flows And Elevating The Overall Product Experience To Meet Business Objectives And User Expectations.

### Mixer Inc / Visual Designer

SEP 2022 – MAY 2023 · REMOTE · FULL-TIME · OSAKA, JAPAN

Served As A Visual Designer, Focusing On Creating Digital Assets And Layouts For Various Websites And Online Platforms. Adapted Visual Styles To Fit A Different Cultural Context And Align With Japanese Design Standards, Overcoming Design Challenges Along The Way. Delivered Clear, Engaging Presentations And High-Quality Visuals For Different Brands, And Contributed Creative Solutions For NFT Design Projects In Collaboration With Tsubasa Company.

### Tavanmand / UI UX Designer

NOV 2020 – AUG 2021 · FULL-TIME · ISFAHAN , IRAN

In This Product, I Worked As A UI/UX Designer For A Building Elevator Management Application, Responsible For Designing And Optimizing The User Experience For Building Managers And Residents. The Primary Goal Of The Project Was To Create A Simple And Smart Platform For Monitoring And Controlling Elevator Systems, Reducing The Need For Phone Calls And Manual Follow-Ups. My Design Focused On Creating An Intuitive, User-Friendly Interface That Would Allow Even Users With Little Experience With Apps To Navigate Easily. As A Result Of The New Design, We Saw A 30% Increase In User Engagement, A 40% Reduction In Unnecessary Calls, And A Significant Improvement In System Efficiency. These Changes Led To A Better Overall User Experience, Increased Conversion Rates Of New Users To Active Users By 25%, And Enhanced Overall System Performance.

## Education

### University of Tabriz

Master's In Social Science Research  
2021 – 2023

### University of Birjand

Bachelor's In Social Science Research  
2017 – 2021

## Skills

### Hard Skills:

UI/UX Design • Wireframing & Prototyping • User Research & Persona Development • Usability Testing & Analysis • Information Architecture (IA) • Interaction Design • Design System Creation & Management • Style Guide Development Design System • Icon Design & Iconography • Visual Design Principles • Responsive & Adaptive Design

### Soft Skills:

Creative Problem Solving • Attention To Detail • Adaptability Time Management • Critical Thinking • Presentation & Storytelling • Continuous Learning

### Tools & Technologies:

Figma • Adobe XD • Illustrator • Framer • Miro • Zeplin  
Notion Slack • Jira

## Languages

Arabic — Basic

English — Advanced

## Portfolio links

Linkedin : <https://www.linkedin.com/in/mostafaiuix/>

Dribbble : <https://dribbble.com/uiuxdesigner1998>

Instagram : [www.instagram.com/mostafa\\_taghipour.uix](https://www.instagram.com/mostafa_taghipour.uix)

## Projects & Free Contributions

### Inity Design System & UI Kit

Led Design System Creation And UI Standards

### UI Astra Framework

Delivered 400+ Icons And Contributed To Visual Consistency

### Coffee Platform

UI/UX Designer For Core User Flows

### BBR

### Smart Tour Media