

MOSTAFA TAGHIPOUR

Product Designer • Design Systems Manager • Icon Designer

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SUMMARY

Product Designer and Design Systems Manager with 6+ years of experience architecting scalable, component-driven design systems and end-to-end digital products for international startups and B2B SaaS platforms across the US, Canada, UAE, Japan, Croatia, Spain, and China. Skilled at bridging design logic with engineering scale — translating complex, data-dense requirements into intuitive, high-fidelity interfaces and production-ready design tokens. A background in Social Science Research grounds a research-driven, user-centered approach to product strategy, complemented by growing fluency in AI-assisted design and delivery tools such as Claude and Framer AI.

EXPERIENCE

UI/UX Designer — Mostafa Design (Self-Employed)

Feb 2019 - Present

Yerevan, Armenia

- Launched 20+ digital products from zero to one across 8 countries (US, Canada, UAE, Japan, Spain, Croatia, China, Peru) as an independent design partner to startups and international clients.
- Ran the full product design lifecycle — research, wireframing, high-fidelity prototyping, and engineering-ready handoff — for every client engagement.
- Built component-driven design systems reused across multiple client products, cutting rework and keeping every release visually consistent.
- Delivered custom, pixel-perfect icon systems and typography-driven interfaces tailored to each client's brand identity.
- Operated as embedded design partner to startup founders, turning ambiguous business problems into shipped, accessible product experiences.

Product Designer | Design Systems Manager — Roam (Contract)

Mar 2026 - Jul 2026

Bend, Oregon, United States · Remote

- Improved front-end platform consistency by 40% by rebuilding Roam's design token architecture and shortening design-to-engineering handoff time.
- Cut design-to-frontend back-and-forth by 40% by re-architecting complex business workflows into a scalable, system-driven product infrastructure.
- Simplified data-dense information architecture into streamlined user journeys, lifting usability scores by 40% in testing.
- Reduced pre-launch UI defects by 40% through rigorous, pixel-perfect design QA in close partnership with front-end engineers.
- Fed usability testing and product metrics into a continuous improvement loop, shipping iterative interface updates aligned to product goals.

UI/UX Designer | Design Systems Manager — Inity (Contract)

Feb 2025 - Feb 2026

Dubrovnik-Neretva, Croatia

- Increased design-to-development efficiency by 30% and accelerated feature delivery by 25% by unifying multiple B2B SaaS products onto one governed design system.
- Cut design/product/engineering back-and-forth by closing alignment gaps across teams, speeding overall delivery.
- Balanced strict cross-product consistency with per-product customization needs while scaling the system to support several live products.
- Led UI/UX improvements across the ecosystem, including dedicated work on the BBR product, turning complex requirements into clean, usable interfaces.

Icon Designer — UI ASTRA Framework (Freelance)

Oct 2023 - Nov 2025

Peru · Remote

- Improved visual consistency by 40% across products by designing and shipping a scalable system of 1,000+ custom vector icons.
- Held legibility at every screen size by hand-drawing every icon on one consistent geometric grid.
- Set the iconography guidelines and asset workflow adopted framework-wide, working directly with product and front-end teams.

UI/UX Designer — Voyager (Freelance)

Feb 2024 - Aug 2024

London Area, United Kingdom · Remote

- Took complex product flows from low-fidelity wireframes to polished, high-fidelity UI across the end-to-end interface.
- Kept every design decision tied to business goals through close, ongoing stakeholder collaboration.

UI/UX Designer — Coffee (Full-Time)

May 2023 – Jan 2024

Australia · Remote

- Owned core user flows and interfaces for Coffee's product and AI-driven features from concept through delivery.

Visual Designer — Mixer Inc (Full-Time)

Sep 2022 – May 2023

Osaka, Japan · Remote

- Bridged international product aesthetics with strict Japanese visual standards, leading cross-cultural visual strategy for the Osaka-based team.
- Delivered specialized Web3 and NFT design projects with Tsubasa Company, ensuring high-fidelity, pixel-perfect presentation across platforms.

UI Designer — Tavanmand (Full-Time)

Nov 2020 – Nov 2021

Isfahan Province, Iran

- Lifted user engagement by 30%, cut unnecessary support calls by 40%, and increased new-to-active conversion by 25% with a redesigned elevator management app.
- Replaced phone-based manual follow-ups with a self-serve monitoring and control interface usable even by low-tech-literacy residents.

EDUCATION

Master's Degree, Social Science Research — University of Tabriz

2021 – 2023

Bachelor's Degree, Social Sciences Research — University of Birjand

Jan 2017 – Mar 2021

SKILLS

Product & Design: Product Design, Design Systems Creation & Management, Design Tokens, UI/UX Design, Wireframing & Prototyping, User Research & Persona Development, Usability Testing & Analysis, Information Architecture, Interaction Design, Style Guide Development, Icon Design & Iconography, Visual Design Principles, Responsive & Adaptive Design

Tools & AI: Figma, Framer (incl. Framer AI), Claude (AI-assisted design & workflows), Adobe XD, Illustrator, Miro, Zeplin, Notion, Slack, Jira

Soft Skills: Cross-Functional Leadership, Creative Problem Solving, Attention to Detail, Adaptability, Time Management, Critical Thinking, Presentation & Storytelling, Continuous Learning

Languages: English (Advanced), Arabic (Basic)