

MOHSEN DAEMI

Portfolio:

[MOHSENDAEMI.COM/UX](https://mohsendaemi.com/UX)

[Linkedin.com/in/Mdaemiid](https://www.linkedin.com/in/Mdaemiid)

| SaaS | B2B | B2C |

I have the experience of working in different industries and platforms like **Ai HR and supply management, Ai assisted trading, Immersive experience 3D, Construction technology, 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 UI and prototyping tools like **Figma, Adobe** family and many others. 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**.

Carlsbad, CA



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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

Sr Product Designer | UX/ UI/ Interaction Design

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

2024 –Current | **Lead UX/UI Designer @ Allied Universal**

AI-Security

I am leading the design and user experience of an AI system that is set to manage business and set of internal and external SaaS products making the workforce and workflow extremely efficient.

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

AI-Startup

As Sr. product designer in AI startup, leveraging the power of AI I employed thoughtful principles designing the first AI dating app. our aim was to foster meaningful connections while prioritizing user safety and comfort.

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

Fortune 500

As the senior product designer and UX strategist, working within an agile product development environment on different products, I designed experiences for three products within a SaaS model. I led these products toward a user centered experience and intuitive user navigation, in Web-Apps, 3D unity, Dashboards, Landing pages, BIM like Revit and an immersive streaming experience for USG materials. I have established and maintained design systems and prototypes for these products in Figma.

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

Crypto Startup

As a UX/UI designer, I designed different blockchain based projects including a voting application for IOS & Android called Decide APP, NFT marketplace and related related projects and websites.

2019–21 | **Sr. UX Designer @ Analytika 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 designed 3D Motion graphics, animations and advertising videos

❖ **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