

HILDA TAHERI

Product / Service Designer

Portfolio

hidalof.design

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With 5 years of experience, I consider myself to be a data-driven, creative, and passionate product and service designer who has designed engaging user-centered experiences and interfaces. In these collaborative design processes, I have implemented design thinking practice into the projects and motivated the team members to put their core potentials into action, thus made the team grow.

Professional Experience

Product Designer

Snapp!

Tehran, Iran
October 2020 - Present

Being trusted by over 30M Iranians for their daily ride-hailing, Snapp aimed to provide a more user-centered and data-driven user experience in its native and Progressive Web applications.

- Redesigned the passenger app's digital experience and interface by implementing insights from Google Analytics and user data
- Conducted effective usability tests by making a hi-fi, fully interactive prototype
- Revamped the 'Map Feedback' feature in which users can contribute to editing the Snapp's map info

UX Designer

Mootanroo

Tehran, Iran
May 2020 - October 2020

Established Mootanroo's UX research and UX design processes while working closely with the UI designer, the PMs, the developers, and the CTO.

- Set up and defined Google Analytics data
- Redesigned the UX of the desktop and mobile websites

Co-Founder and Designer

Yana Interactive
Advertisement

Tehran, Iran
July 2017 - November 2019

Co-founded a startup based on our winning concept at the contest 'LG Global Challenger 2017'.

- Designed and staged meaningful, interactive experiences for the audience of various companies by implementing positive psychology and cultural emotions
- Improved audience engagement and brand awareness

Service Designer/ User Researcher

Raees Coffee

Tehran, Iran
December 2018 - March 2019

Designed Raees Coffee's expansion process from brick-and-mortar stores to an online B2B business.

- Conducted thorough user research (B2B) for Raees Coffee's new online experience
- Defined, designed, and proposed a new system map and service blueprint based on user personas

UX Designer

Digikala

Tehran, Iran
July 2016 - September 2018

As the leading eCommerce in Iran, Digikala required a complete redesign to support its multiple new features on the way to becoming the biggest marketplace in MENA.

- Implemented insights from user deep interviews and Google Analytics into the redesigned experience
- Designed the new user experience for Digikala's new desktop and mobile websites
- Outlined and documented the service blueprint of the shopping experience
- Paved the way for service design thinking in the company

Education

M.A. Industrial Design

University of Tehran

Tehran, Iran

September 2015 - September 2018

Thesis: Designing a Product-Service System based on IoT for Digikala

B.A. Industrial Design

Art University of Tehran

Tehran, Iran

February 2010 - March 2015

Awards

First place in UX Improvements

Snapp! Hackathon

Tehran, Iran

March 2021

Designed an engaging mini-game for the waiting screen in Snapp's passenger application which:

- Reduces the cancelation rate before driver acceptance from 20% to 15%
- Increases the average waiting time before cancelation from 60 seconds to 120 seconds

Grand Prize Winner

LG Global Challenger

Tehran, Iran

Milan, Italy

July 2017

Won the grand prize and the first place in LG Global Challenger contest held by LG Electronics in Iran.

- 'Design for Community Wellbeing through Cultural Emotions'
- Won the \$12,000 Grand Prize
- Led a team of four designers
- Won a two-week research trip to Milan, Italy
- Supervised by Prof. Salvatore Zingale at Politecnico di Milano

First place

M.A. Industrial Design University Entrance Exam

Tehran, Iran

2015

The M.A. Industrial Design University Entrance Exam is held every year to choose the qualified students for continuing their studies in the Master's degree.

- Won the first place among about 800 participants

Languages

English

Full professional proficiency

- IELTS Academic: 7.5
- GRE General: 309 + 4

Farsi

Native

Skills

Figma

Sketch

Adobe XD

ProtoPie

Axure RP

Illustrator

Photoshop

After Effects

InDesign

Lottie

Blender

Cinema 4D

User Experience Design

User Interface Design

Interaction Design

User Research

Design Thinking

Visual Design

Service Design

Prototyping

Photography