

Mojtaba Torabi

Product Designer | UX/UI & Service Design, Design Leadership MSc

www.mojtabat.com

www.behance.net/mojtabat

+491627134881

www.linkedin.com/in/mojtabat

mojtabatrabi@gmail.com

Germany



SUMMARY

Product Designer with 6 years across e-commerce, fintech, automotive AI, and social impact, working on platforms used by 30M+ people. Background in Computer Engineering and Human-Computer Interaction, now applying an AI-augmented workflow to end-to-end UX research and design. Currently finishing an MSc in Design Leadership at THI Ingolstadt.

WORK EXPERIENCE

Product Designer, Onyx Dynamics 2025-12 – Present | Ingolstadt, Germany
Working-student, Remote

- Own UX research and final design end to end for an AI automotive platform used by exterior designers and engineers in the car production process, working cross-functionally with engineering and OEM program managers.
- Ran 11 in-depth expert interviews with exterior designers, engineers, and program managers from Ford, Mercedes-Benz, Audi, BMW, and AVATR.
- Synthesized findings into an internal leadership brief that shaped MVP direction.

Business Development & UX/UI Designer, #bastoy 2025-01 – 2025-11 | Regensburg, Germany
Working-student, Hybrid, 11 months

- Designed the full product and visual language of a social impact platform end to end, built on Google's Material Design system, for people re-entering the job market.
- Worked directly with the CEO to tie design decisions to revenue targets.
- Analyzed 40+ user profiles and co-designed services with 5 correctional facilities to shape product requirements.

Senior Product Designer & Consultant, Torob 2024-10 – 2026-06 | Germany
Part-time, Remote

- Designed the Torob Smart Shopping Advisor end to end, reaching 661K users in 6 weeks with 32% conversion and 10% D1 retention.
- Completely redesigned the nearby shops section and universal search experience.
- Advised the CEO, VP of Product, and other PMs and stakeholders on design decisions.

Product Designer, Torob 2022-07 – 2024-10 | Tehran
Full-time, Hybrid

- Led UX/UI and product design for an e-commerce platform serving 30M+ users across Android, web, and iOS, and 180K+ shops, building and maintaining the design system.
- Built a new shop panel, ticketing system, and onboarding flow that raised offline shop sign-ups by 81.7%, about 1,290 new shops a week and 2,000,000+ products added.
- Shipped a product recommendation system adopted by 13,005 shops in 4 months, used 135,454 times.
- Designed the ads and campaigns visual system, lifting revenue by 45% and marketing share by 40%.
- Ran usability tests with 8 shops, field research with 12 shops, and 32 user interviews to ground the redesign in real shop and buyer behavior.

UX/UI Designer, Baloot 2020-12 – 2022-06 | Tehran
Full-time, Hybrid

- Launched Iran's first micro-saving and investment app, reaching 150,000+ downloads in 16 months and about 1.2M EUR saved through redesigned financial tools.
- Built and maintained the product's design system, and ran 4 rounds of usability testing with 24 participants.
- Lifted auto-investment conversion by 20%.
- Reached a 72.14% conversion rate among auto-saving users who also continued investing automatically.

EDUCATION

Master of Science, Design Leadership, Technische Hochschule Ingolstadt 2024-10 – Present | Ingolstadt, Germany
Grade 1.5 (German GPA)

- Focus: Entrepreneurship, Product Management, Business, Product Design.

- Acted as Product Manager and User Researcher on industry projects with AVL, Tesa, and Rohde & Schwarz, using Agile/Scrum to deliver insight-driven outcomes, final grades 1.0 to 1.3.
- Designed a hybrid online-offline platform for the university's Scale-up classroom as Experience & Interaction Designer, running 4 interviews and 30+ surveys covering 80% of the class, grade 1.0.
- Built the concept, business model, financial plan, and prototype for Get it Done, a student task-exchange app, grade 1.7.

Bachelor's in Computer Engineering, Shahid Beheshti University

2017-09 – 2022-04 | Tehran

Grade 2.0 (German GPA), HCI specialization 1.2

- Specialization in Human-Computer Interaction, in collaboration with University of Tehran.
- Served as Head Teaching Assistant for System Analysis & Design Methods for 2.5 years, structuring course materials and coordinating parallel student workstreams and deadlines.
- Organized UX design workshops and mentored students; defined the final course project across 3 semesters.
- Conducted Human-Computer Interaction research at the university HCI Lab, 2018 to 2020.

SKILLS

AI Tools & Technical: Claude Code, Claude Design, Cursor AI, GPT, GitHub Copilot, UX Pilot, Figma Make, Google Stitch, Git, HTML, CSS, Python, UML

Design & Tools: Figma (incl. Dev Mode), Sketch, Adobe XD, Photoshop, Miro, Metabase, Microsoft Clarity, Wireframing, Rapid Prototyping, Design Systems, Information Architecture, Interaction Design, Responsive Design, Journey Mapping, UX Writing, Visual Design, Accessibility, Usability

Research, Strategy & Collaboration: Quantitative and Qualitative Research, User Interviews, Usability Testing, A/B Testing, Heuristic Evaluation, Focus Groups, System Analysis and Design, Agile, Scrum, Sprint Planning, Leadership, Mentoring, Storytelling, Critical Thinking, Problem Solving, Jira, Confluence, Kanban, Microsoft Office

LANGUAGE

English: C1, professional working proficiency • **German:** A2, actively learning • **Farsi:** Native or bilingual proficiency