

Pouria Mousavi

Senior Product Designer

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I turn complex problems into products that drive business results. With **10 years in design**, I own product design **end-to-end, from direction to delivery**, across B2B and B2C. I **design with AI and for AI**, using multi-agent workflows and automation to turn “what if” into working prototypes with real interactions that teams can test and refine.

EXPERIENCE

Senior Product Designer | Alva Labs

Dec 2024 - Present • Stockholm, Sweden • AI-native hiring company

- **Designed an AI agentic experience for interview scheduling**, bringing interview planning, calendar coordination and booking status into in-app chat.
- **Led hiring analytics from research through delivery**, covering design and product management with four developers. The feature helped win two large contracts.
- Used AI to turn internal knowledge and competitor research into maps, flows and information architecture in one week, giving designers a shared foundation for the platform expansion.
- **Owned end-to-end design for Alva's AI hiring system**: candidate pipelines, score-based stage moves, automated emails and rejections, candidate and team messaging, and job creation.
- Owned and restructured the design system, connecting Figma components to Storybook through AI-generated Code Connect reviewed by engineers.

Senior Product Designer | SnappFood

Dec 2023 - Dec 2024 • Tehran, Iran • Food and grocery delivery, 8 million active users

- **Cut banner-sales handling time by 71%** by moving ad sales from phone calls to a self-service flow. Active vendors in Vendor Ads increased by 5%.
- Owned the Search & Discovery homepage. Designed restaurant stories with in-story add-to-cart after research showed a large browsing segment left without ordering.

Product Design Consultant | Okala

Sep - Nov 2023 • Tehran, Iran • Grocery platform, 500+ employees

Worked with the team to shape the roadmap and guide the platform redesign.

Product Designer | Graph Security Solutions

Jan 2020 - Jul 2023 • Tehran, Iran • Cybersecurity software

- Led the design of ATD 360, a threat-analysis platform. **Customer churn fell from 25% to 2%** within three months of launch.
- Helped grow the design team from two to five, established customer research and introduced a dedicated design system role over three years.
- Improved main-task success by about 15% through an information architecture redesign, validated with card sorting and tree testing.

CONTRACT EXPERIENCE

Product Designer | Co-Life Health Care Solutions

2022 - 2023 • Part-time contract • Tehran, Iran • Laboratory management software

Sole designer of keyboard-first reception and admin flows. Admission-task success improved by about 35%, and **daily patient admissions increased by about 10%**.

Product Designer | Zylem Process Mining Solutions

2021 - 2022 • Part-time contract • Remote, distributed team

Designed a process-mining product from scratch as the sole designer. The work helped win MCI as the first customer and raise \$80,000 in funding.

EARLIER EXPERIENCE

UI/UX Designer | Chista Rayaneh Pars • Jan 2019 - Jan 2020 • Tehran

Designed an audiobook app from scratch, ran three research projects and shaped the roadmap.

UI Designer | Iran DNN • 2018 • Tehran

Designed wireframes and UI for about 12 projects, including Golestan Palace ticketing and SAIPA.

Graphic Designer | Farabi Accelerator • 2017 • Tehran

Created brand materials and UI designs for about five startups.

SKILLS

Discovery: Product strategy • Complex problem solving • Problem reframing

Research: UX research & insights • Usability testing • UX measurement • Process mining

Craft: Visual & interaction design • Information architecture • Data visualization • Design systems • Accessibility guidelines (WCAG)

AI: AI product design • AI research & synthesis • AI rapid prototyping • Multi-agent workflows • Workflow automation • AI output review

Delivery: **End-to-end design ownership** • Stakeholder management • Design documentation

Teaching & games: Mentoring • Workshop facilitation • Game design • Gamification

EDUCATION

Software Engineering, Shahid Beheshti University • Sep 2015 - Feb 2021

HCI, Rahnema College (Jul - Sep 2019) • UX Design & Research, Tehran University (Mar - Apr 2019)

TEACHING & GAME DESIGN

Founded the university HCI Lab (Feb 2019 - Feb 2021), ran weekly UX workshops and taught four free 40-hour courses with 20 participants each.

Lead a six-person game design team that created three live escape rooms.