



# POUYAN MOHSENINIA

My motto is "Designs that would last smiles".  
I am Service & UX Designer longing to create human friendly services & products that would last smiles on both end-users & stakeholders by using the tools & methods of human centred design.



07.09.1984

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Helsinginkatu 7 B 40,  
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## EXPERIENCE

### Designer

HiQ Finland - Helsinki / Espoo, FINLAND

11.2017 - Present

Part of the interdisciplinary team of HiQ Design and Innovation Studio.

### Junior Designer

N2 Nolla - Helsinki, FINLAND

10.2016 - 11.2017

Clients in Real estate, Law firm and Healthcare sector.

- Conducting qualitative and quantitative research to uncover insights, learn about user behavior and verify design concepts.
- Defining the user interfaces design through information architecture, wire frames, and user flow and validating it through usability testing.
- Creating screen design specifications and style guides for both iOS and Android platforms based on material design guidelines and principles for implementation and internal partners.

### Service and Interaction Design Intern

Fjord - Helsinki, FINLAND

09.2015 - 11.2015

Clients in Pharmaceuticals and Logistics sector.

- Creating persona's, storyboards and use cases.
- Defining the user interface design through information architecture and user flows
- Assisting workshop facilitation and documenting its findings for final deliverables
- Co-designing Fjord's well-being kit

### UI/UX and Graphic Designer

Freelance - IRAN / USA / UAE / MALAYSIA

11.2006 - 08.2015

Clients in Sustainability and Development, Law Firm, Trading and Manufacturing, and Softwares.

### Multimedia Design Intern

Isobar - Kuala Lumpur, MALAYSIA

05 - 08.2011

### Editorial Designer

Shargh Daily Newspaper - Tehran, IRAN

09. 2004 - 10.2006

## EDUCATION

MA, New Media Design and Production  
Aalto University, FINLAND

2013 - 2016

Minor in Dynamic Visualization Design

Thesis: [Design principles for mobile soundwalk applications](#)

BMm., Digital Media (Hons.)

Multimedia University, MALAYSIA

2009 - 2012

Associate, Computer Graphics

University of Applied Science and  
Technology, IRAN

2003 - 2006

## PROFICIENCY

### Skills

Experience design, Interaction design, Service design, Concept design, Interface design, New media, Hacking, Typography, Illustration and Photography

### Methods

Agile design, User-centered design, Workshop facilitation, User journey, Persona, Blueprint, Rapid prototyping, Video Prototyping, Data visualization, User testing, User Interviews and Observation

### Tools

Adobe Master Collection, Paper Prototyping, Sketch, Invision, Paper, Pen and Post-its, and Microsoft Office.

### Programming / Creative coding

Understanding and modify: HTML, CSS, Javascript, Open Frame Works, Processing, Arduino and Pure Data

## VOLUNTEER AND CHARITY WORKS

### Photographer

MyData2016 conference, Helsinki - FINLAND  
08.2016

### Designer

TEDxOtaniemi, Espoo - FINLAND  
07 - 08.2016

### Photographer

Interaction 16 - The Interaction Design Association (IXDA),  
Helsinki - FINLAND  
02 - 03.2016

### Photographer

Slush, Helsinki - FINLAND  
08 - 11.2015

### Creative Media Design Director

Seeds of Empowerment (Spin-Off of Stanford University),  
Kuala Lumpur - MALAYSIA  
09.2010 - 01.2011

### Graphic Designer

Iran Young Tourists Society, Tehran, IRAN  
05.2006 - 05.2009

## HONORS AND AWARDS

### Albukhary Foundation Scholarship

2009 - 2012

### Dean award list, Multimedia University

2010 - 2012

### First runner up of the "Memoirs II" for the picture "Tradition" and Second runner up for the picture "Forever 16"

2011

### Winner of the "1st Monorail Magazine Photography Festival" for the picture "The First Jump"

2010

### Best beta year student in Digital Media, Multimedia University

2009

## TALK AND EXHIBITIONS

### Listen A Bit Closer - Empathy through soundscape of cities (Talk)

DASH'16 New Media Festival, FINLAND  
2016

### Metro Beat (Interactive Musical Installation)

Gaming The System, FINLAND  
2015

### Kinect Rain (Interactive Installation)

Tehran Annual Digital Art Exhibition, IRAN  
2014

### The Kampung Stories (Video Art Installation)

Ctrl+Alt+Del, MALAYSIA  
2012

### The Bridge (Photo)

Urban Jealousy, TURKEY  
2008

### Untitled (Photo)

Solo Exhibition, IRAN  
2007

## MEMBERSHIP AND ACTIVITIES

- The Finnish Association of Designers Ornamo (2017 - Present)
- Council of the representatives, Aalto University Student Union (AYY) (2015 - 2016)
- Board member of Aalto Media Lab Student Association (DADA) (2015 - 2016)
- Torso Magazine Editorial Staff (2014 - 2015)
- Media Lab Helsinki Tutor (2014)
- Iranian Multiple Sclerosis (MS) Society (1999 - Present)
- Iranian Young Tourists Society (2005 - Present)
- Association Of Iranian Journalists (2005 - 2009)
- International Federation Of Journalist (2006 - 2008)

## LANGUAGES

**English** Full Professional Proficiency  
**Farsi/Persian** Native Bilingual Proficiency  
**Arabic** Reading and Writing knowledge  
**Finnish** Beginner (currently studying)