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2026

# My Portfolio

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Abdollahi

**Mohammadreza**

Product Designer

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Abdollahi

# Mohammadreza

Product Designer

## PROFILE

I'm Mohammadreza Abdollahi, a Senior Product Designer focused on solving complex product challenges through strategic thinking, user research, and scalable design systems.

I design digital experiences that align user needs with business goals—improving conversion, reducing friction, and creating products people trust and enjoy using.

With experience across booking platforms, marketplaces, and service-based products, I work closely with product managers, engineers, and stakeholders to turn ambiguity into clear, measurable outcomes.

## CONTACT

📍 Tehran

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✉ [moraabdollahi@gmail.com](mailto:moraabdollahi@gmail.com)

## SOFT SKILLS

- Design Thinking
- Stakeholder Alignment
- Facilitating Workshops
- Iterative Approach

## PERSONAL

📺 [Moradesign](#)

🌐 [Mohammad Reza Abdollahi](#)

🌐 [Mora\\_Design](#)

## SKILLS

Product Strategy

UX & Research

UI & Systems

Lean UX

Figma (Advanced)

Mentoring

Collaboration

Prioritization

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Part1

**A p p**

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# Otaghak App

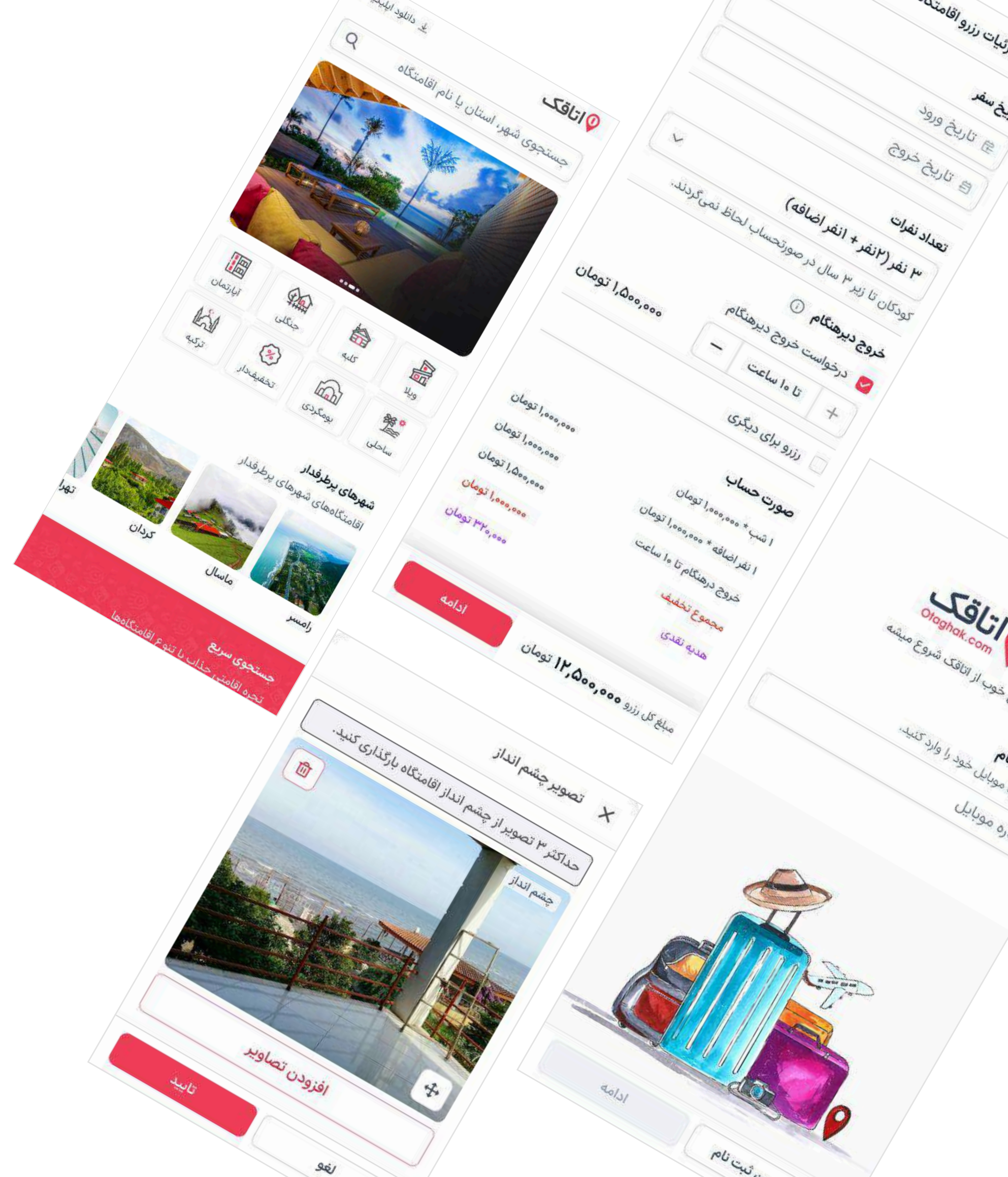
Otaghak is one of Iran's leading online accommodation booking platforms, helping users discover, compare, and reserve villas, apartments, and vacation stays across the country.

As a Product Designer, I focused on optimizing critical user journeys across search, booking, and post-stay engagement—particularly reducing booking abandonment and improving trust during decision-making.

One of the key challenges was that users often hesitated before completing reservations due to uncertainty around property quality, reviews, and booking confidence.

By redesigning the review experience, improving information hierarchy, and simplifying decision points across the booking flow, we increased review submission rates and improved booking conversion.

This case study highlights how design decisions directly influenced both user trust and business performance.



# PFM App

PFM is a personal finance management application designed to help users track bank accounts, cash flow, expenses, installments, and financial obligations in one place.

One of the main challenges was that users often abandoned financial tracking because recording transactions felt time-consuming and overwhelming. As a result, users lost visibility into their actual spending behavior and long-term financial planning became difficult.

As the Product Designer, I focused on reducing friction in transaction management and improving financial clarity across the app—especially during onboarding, account setup, and expense tracking.

By redesigning information architecture, simplifying transaction flows, and improving reminder systems for installments, loans, and checks, the product became easier to trust and use consistently.

This project demonstrates how reducing cognitive load can significantly improve retention and long-term user engagement in finance products.



# Hamrap App

Hamrah is a public transportation navigation app designed to help users move efficiently through the city using buses, subways, taxis, and walking routes.

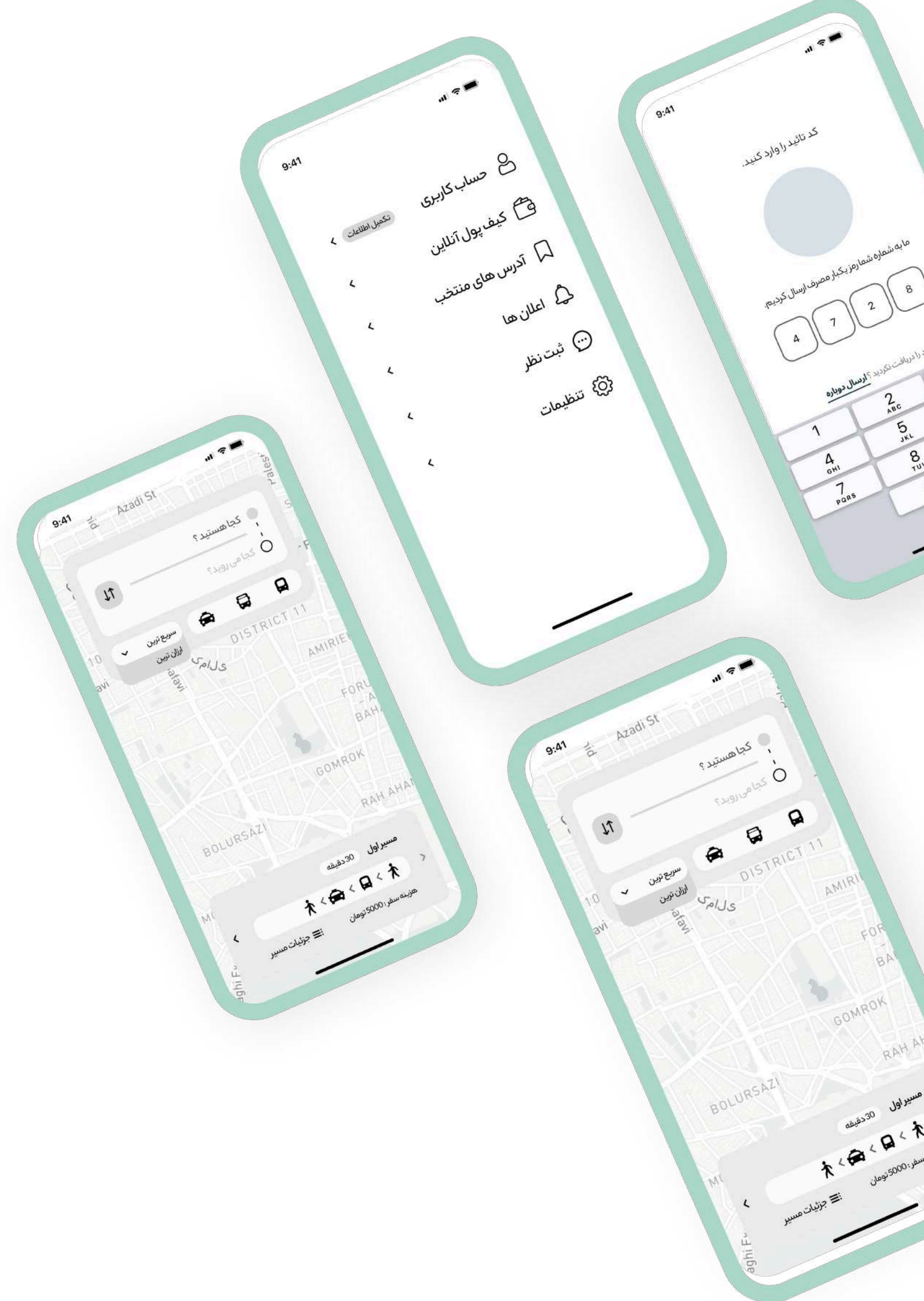
One of the biggest challenges in urban transportation is decision fatigue—users often struggle to choose between multiple route options based on time, cost, convenience, and reliability.

As the Product Designer, I focused on simplifying route comparison and reducing uncertainty during navigation decisions. The goal was to help users make faster, more confident transportation choices without overwhelming them with too much information.

By redesigning route prioritization, improving visual hierarchy for time and cost comparison, and simplifying GPS-based destination flows, we created a clearer and more trustworthy navigation experience.

This project demonstrates how product design can reduce cognitive load and improve decision-making in high-frequency daily use cases.

## Case study



Part2

# Website

# Otaghak Website

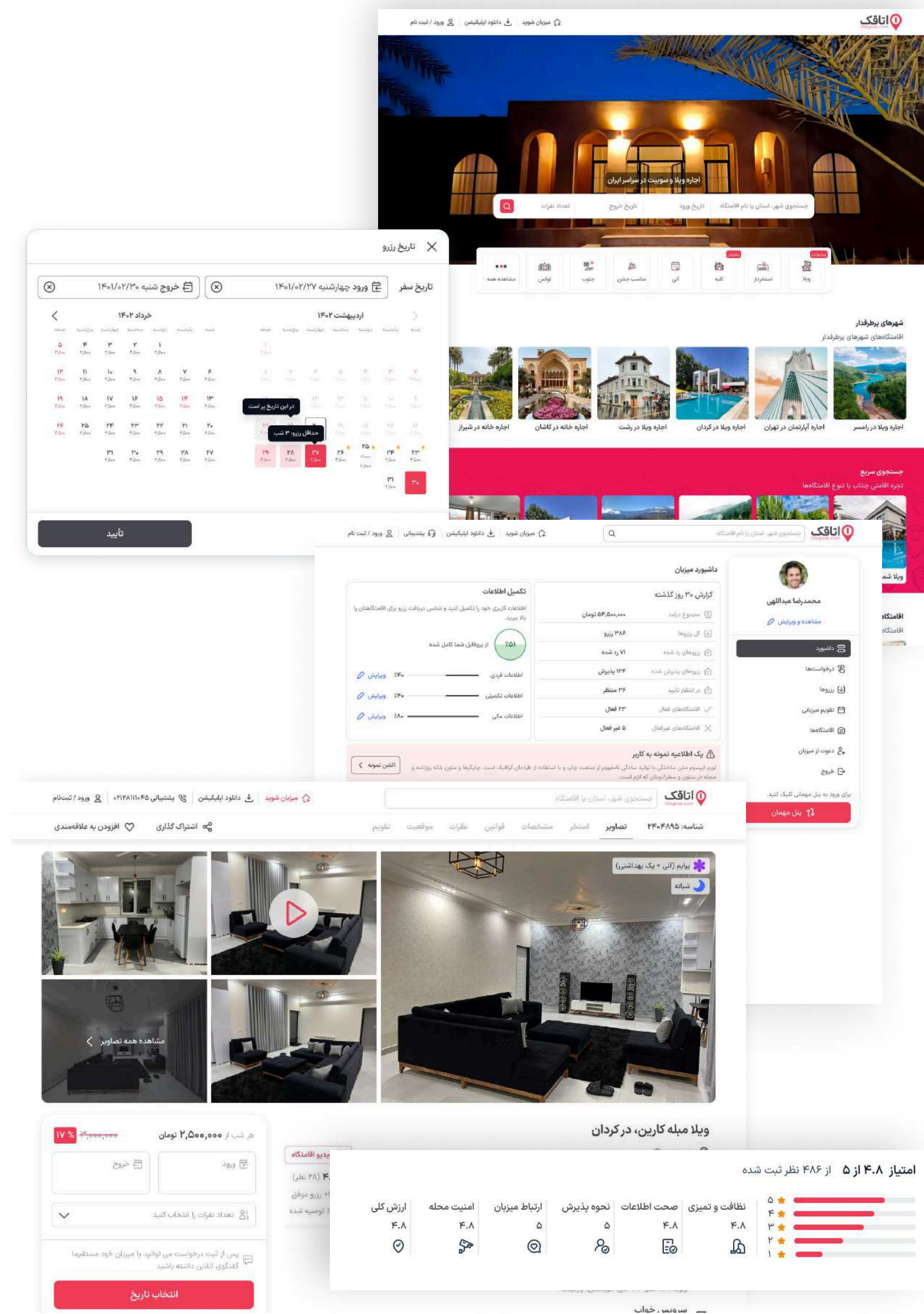
Otaghak's host platform helps property owners manage listings, reservations, pricing, availability, and guest communication across their rental business.

One of the key challenges was that hosts struggled with fragmented workflows—managing bookings, updating calendars, handling payments, and responding to guests across multiple disconnected touchpoints. This created operational inefficiency, delayed responses, and reduced trust in the platform.

As a Product Designer, I focused on simplifying host-side operations and improving decision-making across reservation management and listing control.

By redesigning the host dashboard, improving calendar visibility, simplifying pricing and availability updates, and reducing friction in reservation management, we created a faster and more reliable experience for hosts.

This project demonstrates how reducing operational complexity can directly improve platform retention, listing quality, and business performance.



# Otaghak B2B Panel

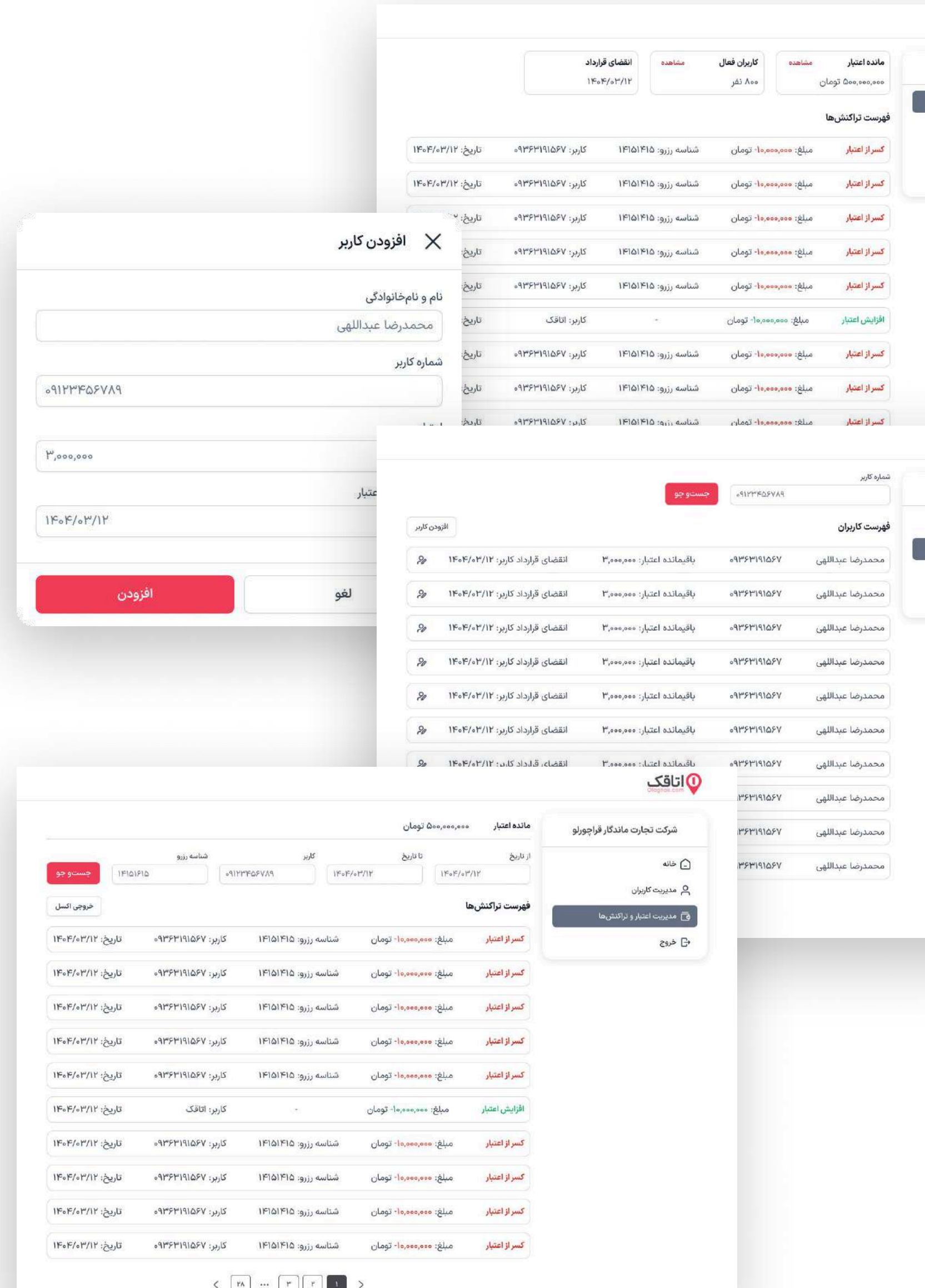
To improve operational efficiency for enterprise clients and reduce dependency on customer support, we designed a dedicated B2B management panel for business partners using Otaghak's corporate services.

Previously, many administrative tasks—such as managing sub-accounts, tracking company credit, and reviewing transaction history—required manual support intervention. This created delays, increased support workload, and reduced transparency for business clients.

As the Product Designer, I led the design of a scalable self-service dashboard that allowed companies to independently manage users, control spending, and access detailed financial reporting.

The challenge was balancing enterprise-level control and security with usability and simplicity. We redesigned core workflows around user permissions, credit visibility, and transaction oversight while ensuring the system remained intuitive for non-technical users.

This significantly improved operational autonomy, reduced support friction, and created a stronger foundation for scalable B2B growth.



# Abra Website

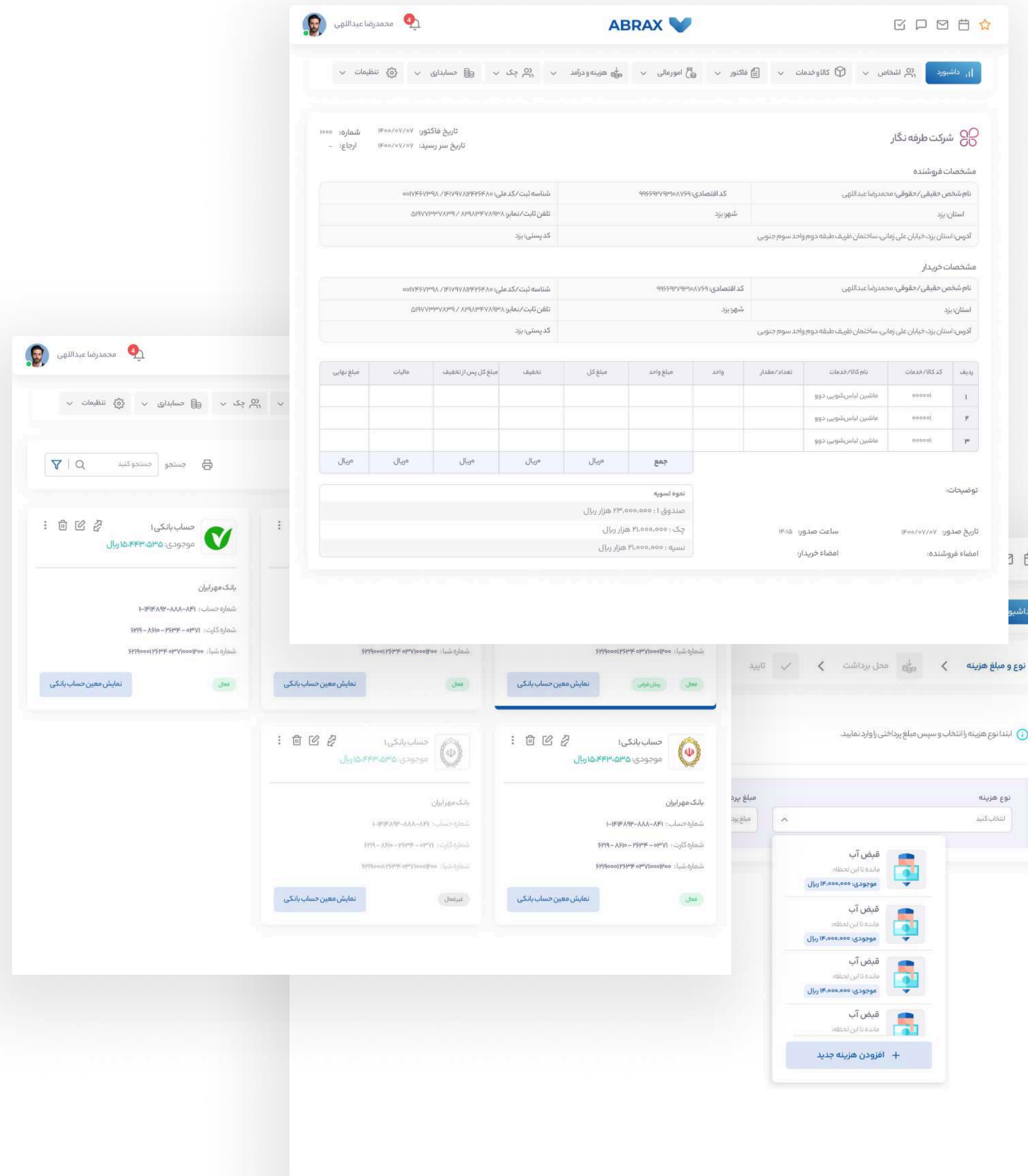
Abra is a business management platform designed to help small and medium-sized businesses manage products, inventory, invoices, expenses, taxes, and financial reporting in one unified system.

Many business owners relied on fragmented manual processes—spreadsheets, paper invoices, and disconnected accounting tools—which created poor visibility, operational inefficiency, and costly decision delays.

As the Product Designer, I focused on reducing complexity across core business workflows, particularly around inventory control, invoicing, and financial reporting.

The challenge was designing a system that balanced operational depth with everyday usability for non-financial users. By improving information architecture, simplifying dashboard visibility, and redesigning invoice and expense flows, we created a more intuitive and scalable management experience.

This project demonstrates how product design can reduce administrative overhead and help business owners make faster, more confident decisions.



# Monta Academy

Monta Academy is an online education platform focused on helping students prepare for the national university entrance exam (Konkur) through structured classes, educational content, and expert consultation.

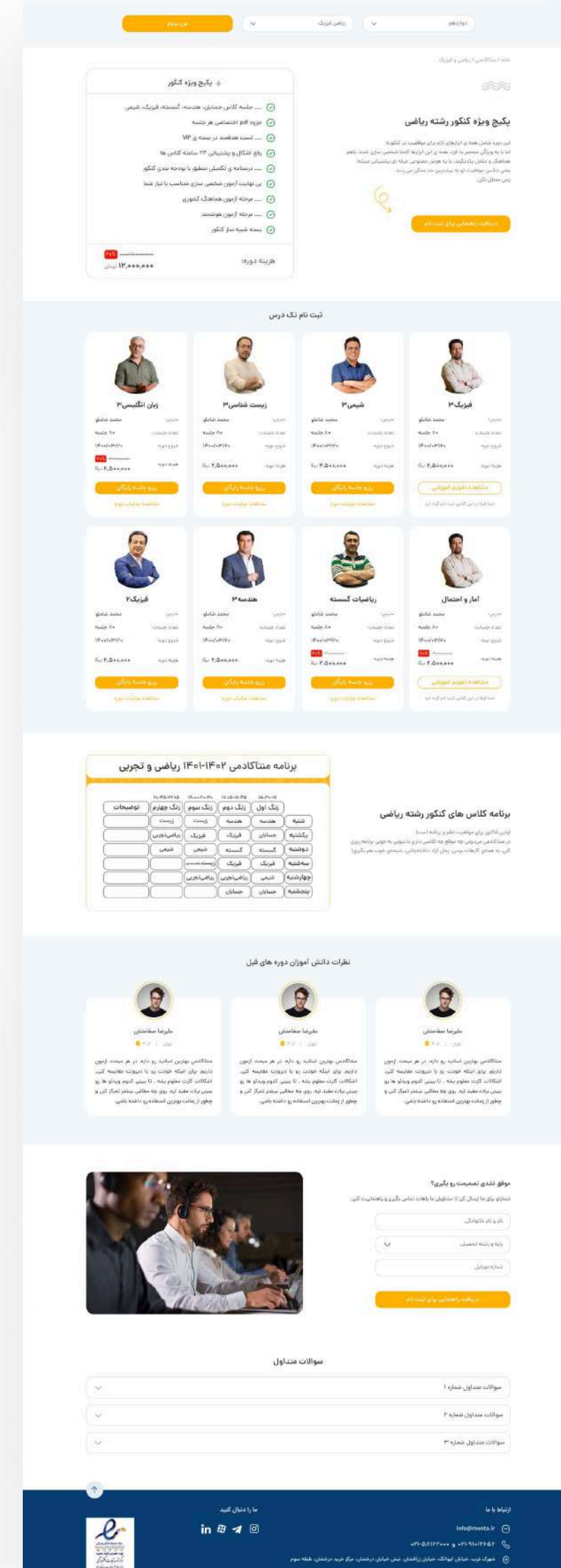
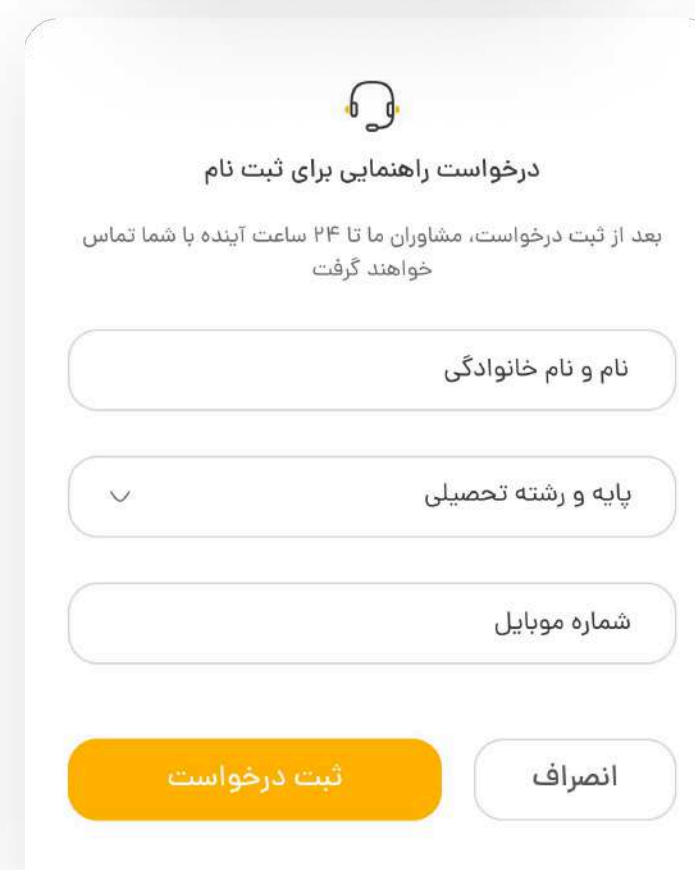
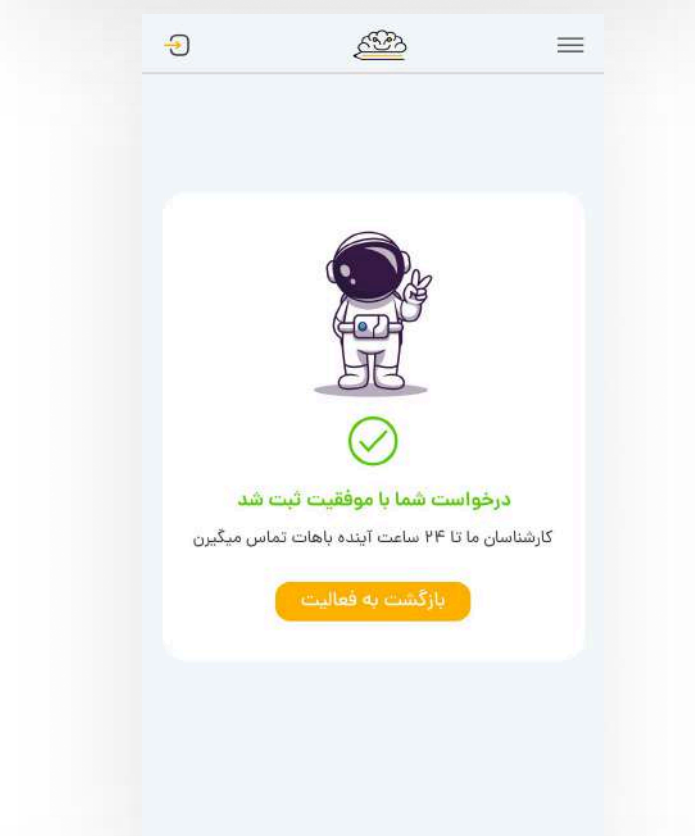
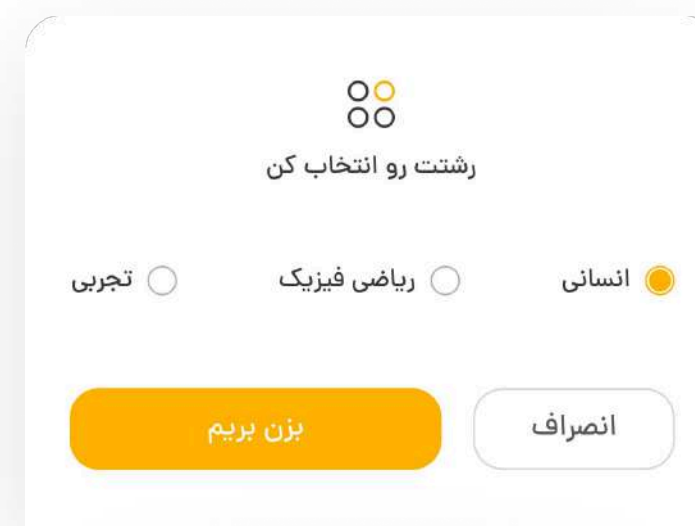
One of the key challenges was that students faced high decision anxiety when choosing preparation courses—uncertainty around teaching quality, course relevance, and academic outcomes often created hesitation during the purchase journey.

As the Product Designer, I focused on improving trust and reducing friction across course discovery, consultation requests, and enrollment flows.

By redesigning information hierarchy, simplifying access to expert consultation, and improving clarity around class content, course plans, and purchase decisions, we created a more confident and conversion-friendly student journey.

This project demonstrates how product design can reduce uncertainty and improve decision-making in high-stakes educational products.

## Case study



# Sales Portal

Monta's traditional sales process relied heavily on manual coordination between consultants and customers—card-to-card payments, offline document collection, and fragmented registration steps created friction for both sides and directly impacted sales conversion.

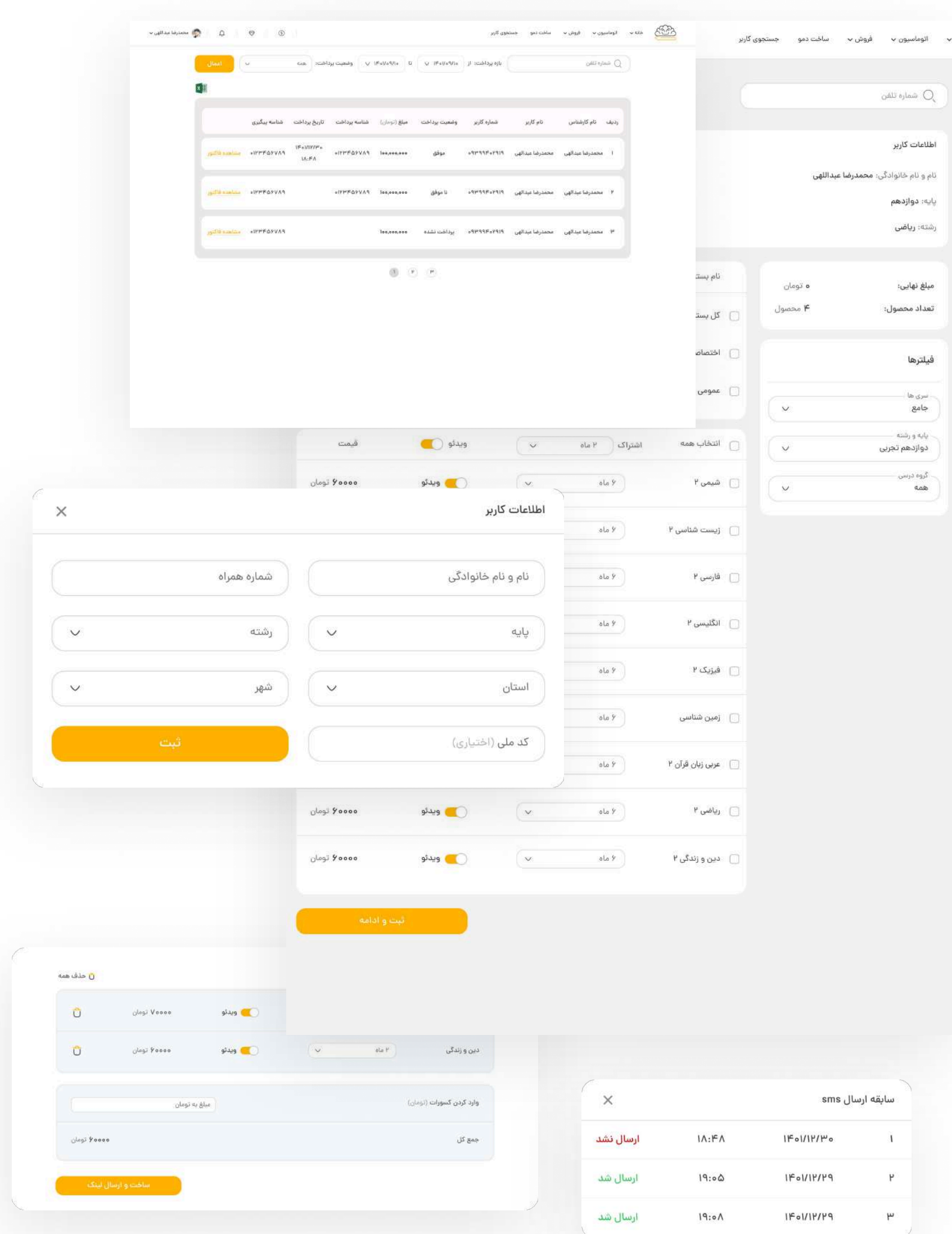
Many users abandoned the purchase journey due to complexity and lack of trust during payment and registration, while consultants spent significant time managing repetitive administrative tasks.

As the Product Designer, I led the redesign of the sales workflow by creating a centralized sales portal for consultants and customers.

The goal was to reduce operational friction, improve payment transparency, and create a more scalable registration process. We redesigned consultant workflows for user onboarding, package management, and payment handling, while also simplifying customer-side registration and post-purchase access.

By moving payments, document uploads, and account creation into a unified system, we improved both conversion opportunities and internal operational efficiency.

This project demonstrates how workflow design can directly influence both revenue growth and team productivity.

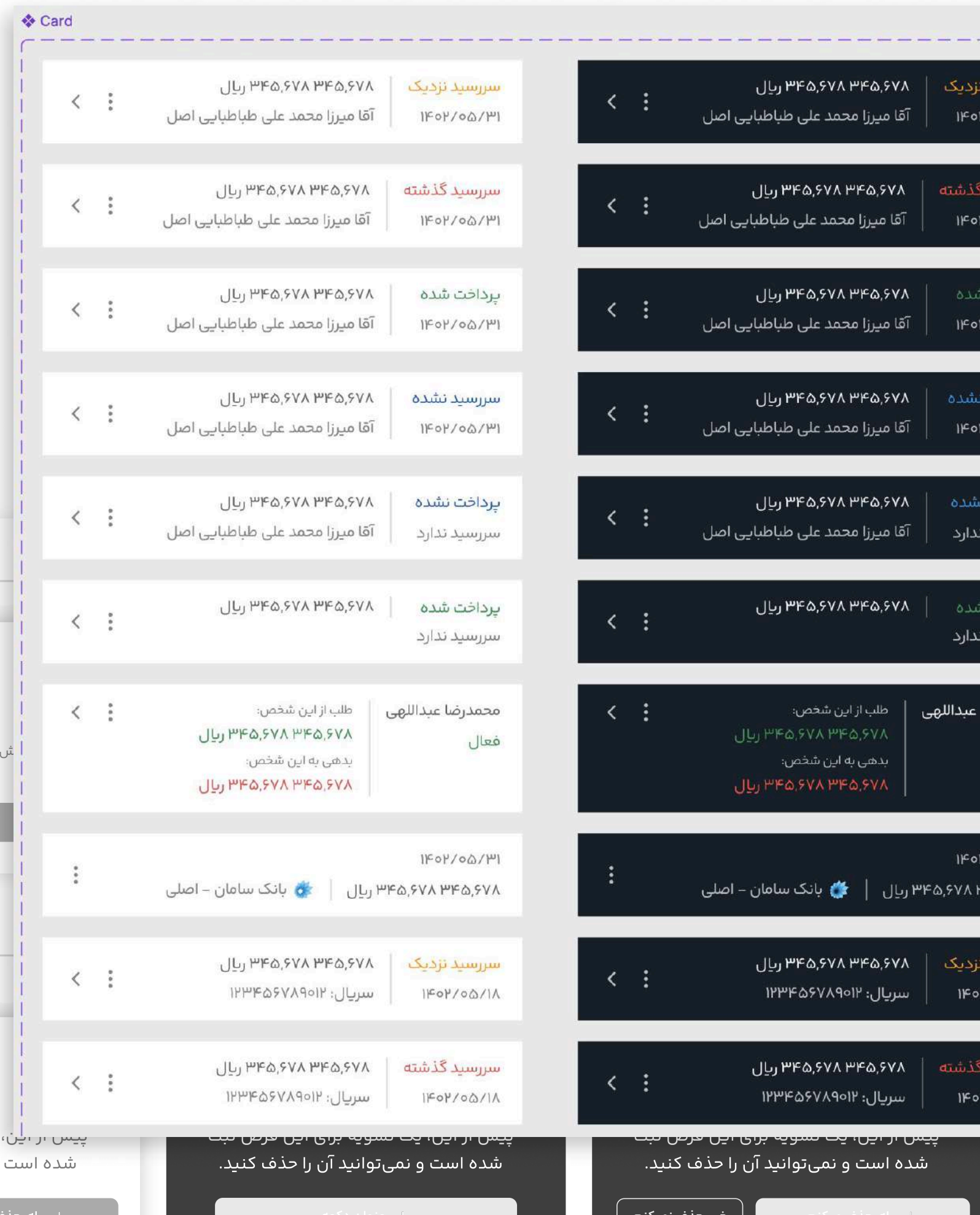
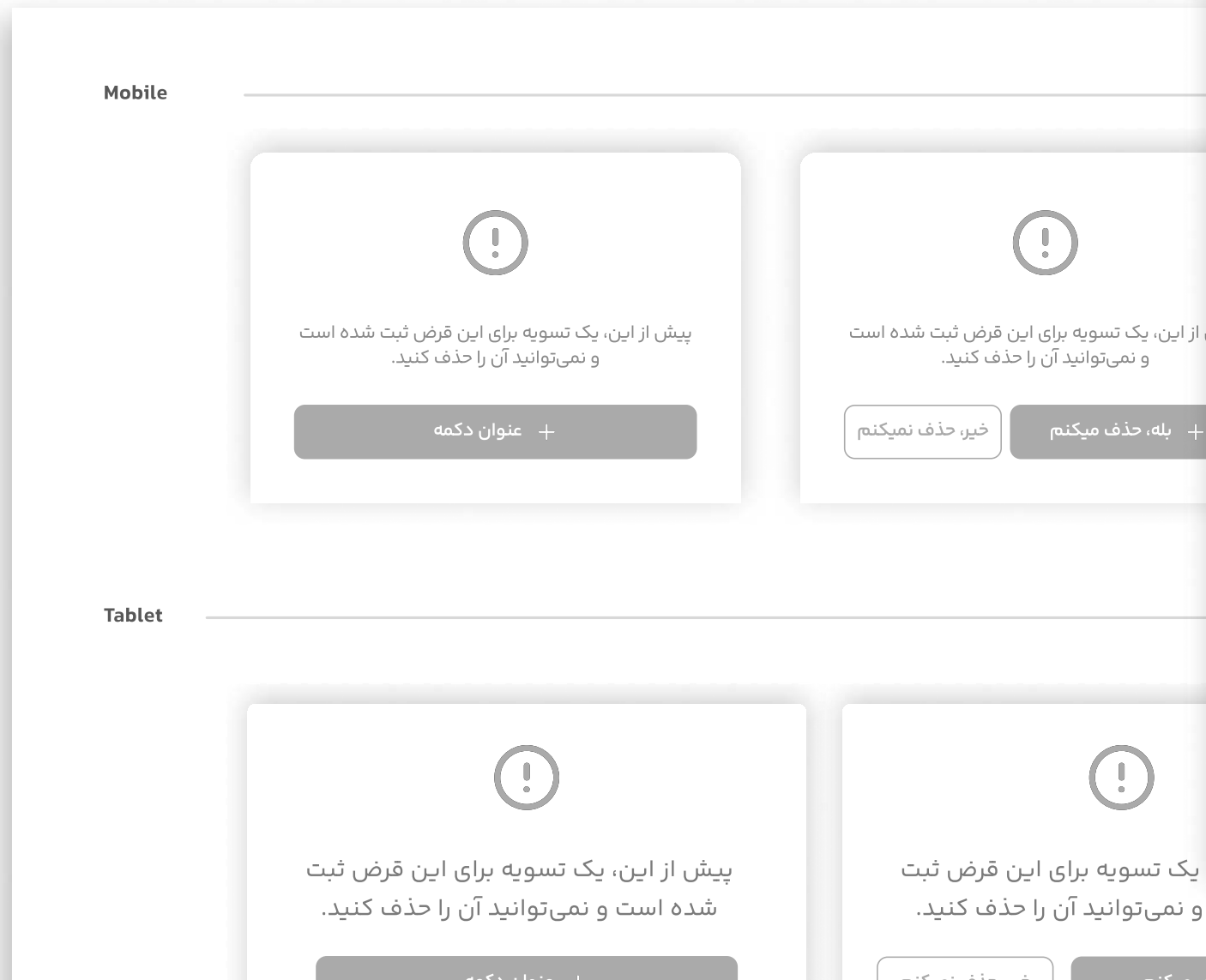


Part3

# Design System

# PFM Design System

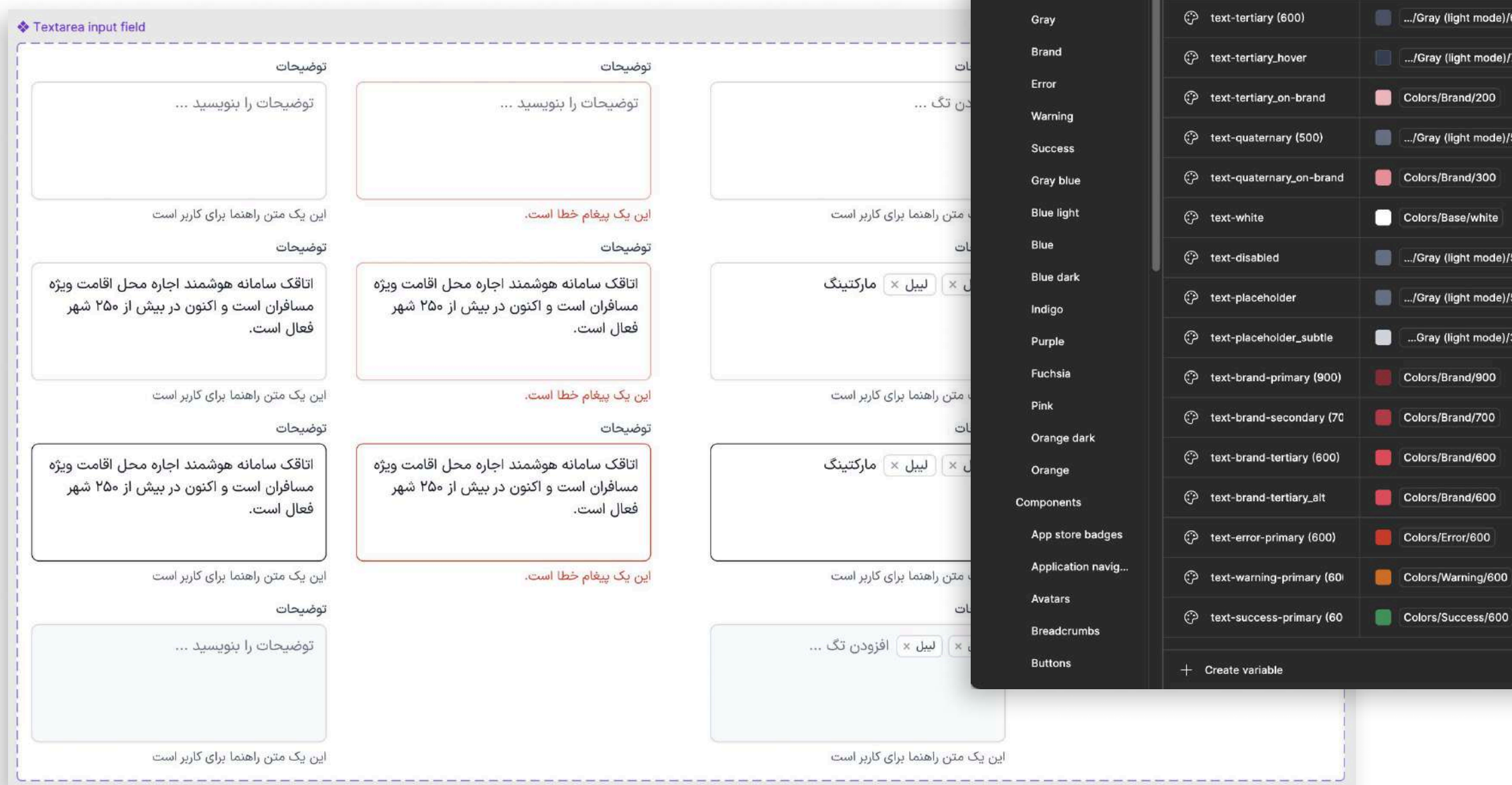
Designed and developed from scratch, the PFM Design System was tailored to meet the specific needs of the project, ensuring consistency and scalability across all components.



# Otaghak Design System

Adapted and localized the Untitled Design System by incorporating Farsi language support and aligning it with Otaghak's unique branding and design requirements.

## Case study



Part4

# C a m p a i g n

# Otaghak Jackpot

Designed as a seasonal campaign for Nowruz, the Jackpot experience was crafted to maximize lead generation during the holiday. Collaborating closely with the marketing team, I led the design of a visually engaging and interactive interface that aligned with the festive spirit, contributing to a significant increase in user acquisition.

ورود

هنوز وارد نشدی

تغییر شماره

با شماره ۰۹۳۶۳۱۹۱۵۶۷ وارد شدی

یک اتاقک پراز عیدی

از اقامت رایگان تا ۵۰ میلیون عیدی و کلی تخفیف سفرانگیز

بزن بریم

۳ شانس بازی داری

افزایش شانس

جوایز من

هرکمه دوستت بیشتر، عیدت بیشتر!

به ۱۰ نفر اول که دوستای بیشتری رو دعوت کنند، جایزه‌های زیر تعلق می‌گیره:

نفر اول ۱۰ میلیون تومان

نفر دوم ۸.۵ میلیون تومان

نفر سوم ۷.۵ میلیون تومان

نفر چهارم ۶ میلیون تومان

نفر پنجم ۵ میلیون تومان

نفر ششم تا هشتم ۳ میلیون تومان

نفر نهم تا دهم ۲ میلیون تومان

برترین دعوت کننده‌ها تا این لحظه

نفر ۱ ۱۴۰۶ ۰۹۱۲۰۰۰۰۷۸۹

نفر ۲ ۱۴۰۶ ۰۹۱۲۰۰۰۰۷۸۹

نفر ۳ ۱۴۰۶ ۰۹۱۲۰۰۰۰۷۸۹

نفر ۴ ۱۴۰۶ ۰۹۱۲۰۰۰۰۷۸۹

نفر ۵ ۱۴۰۶ ۰۹۱۲۰۰۰۰۷۸۹

نفر ۶ ۱۴۰۶ ۰۹۱۲۰۰۰۰۷۸۹

نفر ۷ ۱۴۰۶ ۰۹۱۲۰۰۰۰۷۸۹

نفر ۸ ۱۴۰۶ ۰۹۱۲۰۰۰۰۷۸۹

نفر ۹ ۱۴۰۶ ۰۹۱۲۰۰۰۰۷۸۹

نفر ۱۰ ۱۴۰۶ ۰۹۱۲۰۰۰۰۷۸۹

نفر سوم ۷.۵ میلیون تومان

نفر دوم ۸.۵ میلیون تومان

نفر اول ۱۰ میلیون تومان

نفر چهارم ۶ میلیون تومان

نفر پنجم ۵ میلیون تومان

نفر ششم تا هشتم ۳ میلیون تومان

نفر نهم تا دهم ۲ میلیون تومان



# Reserve Wheel Campaign

Reserve Wheel was a redesigned version of the original Ghoreh Gardoon campaign, created to optimize the gamified experience and align it more closely with user behavior and marketing objectives. The redesign focused on simplifying the interaction flow, improving mobile responsiveness, and visually emphasizing the prize and reservation logic.



Part 5

# Redesign

# Otaghak Homepage

Redesigning Otaghak's Homepage for Better Engagement and Conversion

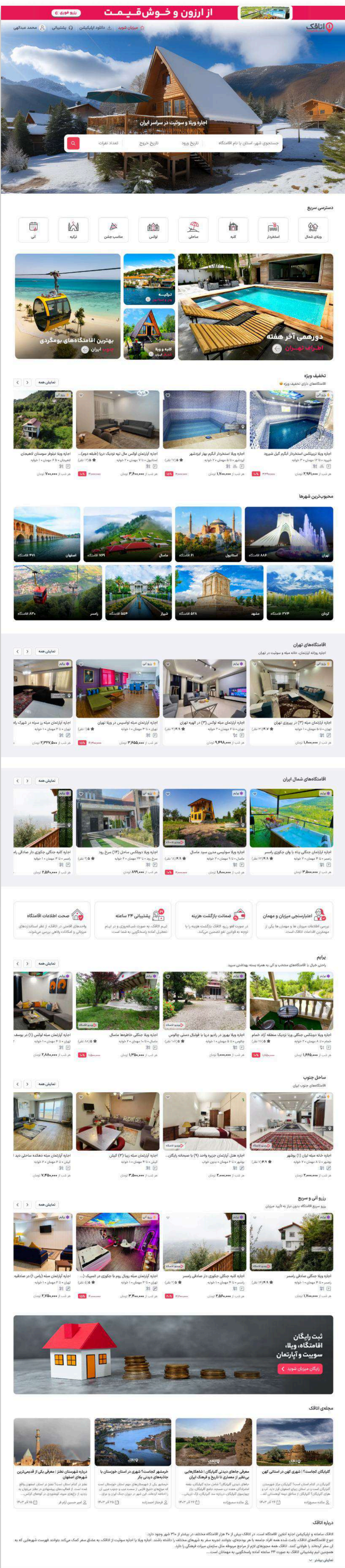
The goal of this project was to update the interface and solve UX issues identified through real user data – including heat-maps and session recordings. The previous version had a high bounce rate (~37%) and unclear CTAs that disrupted the booking journey.

Working closely with the product, content, and marketing teams, I led the redesign process focusing on better information display, easier access, and guiding users to the right pages.

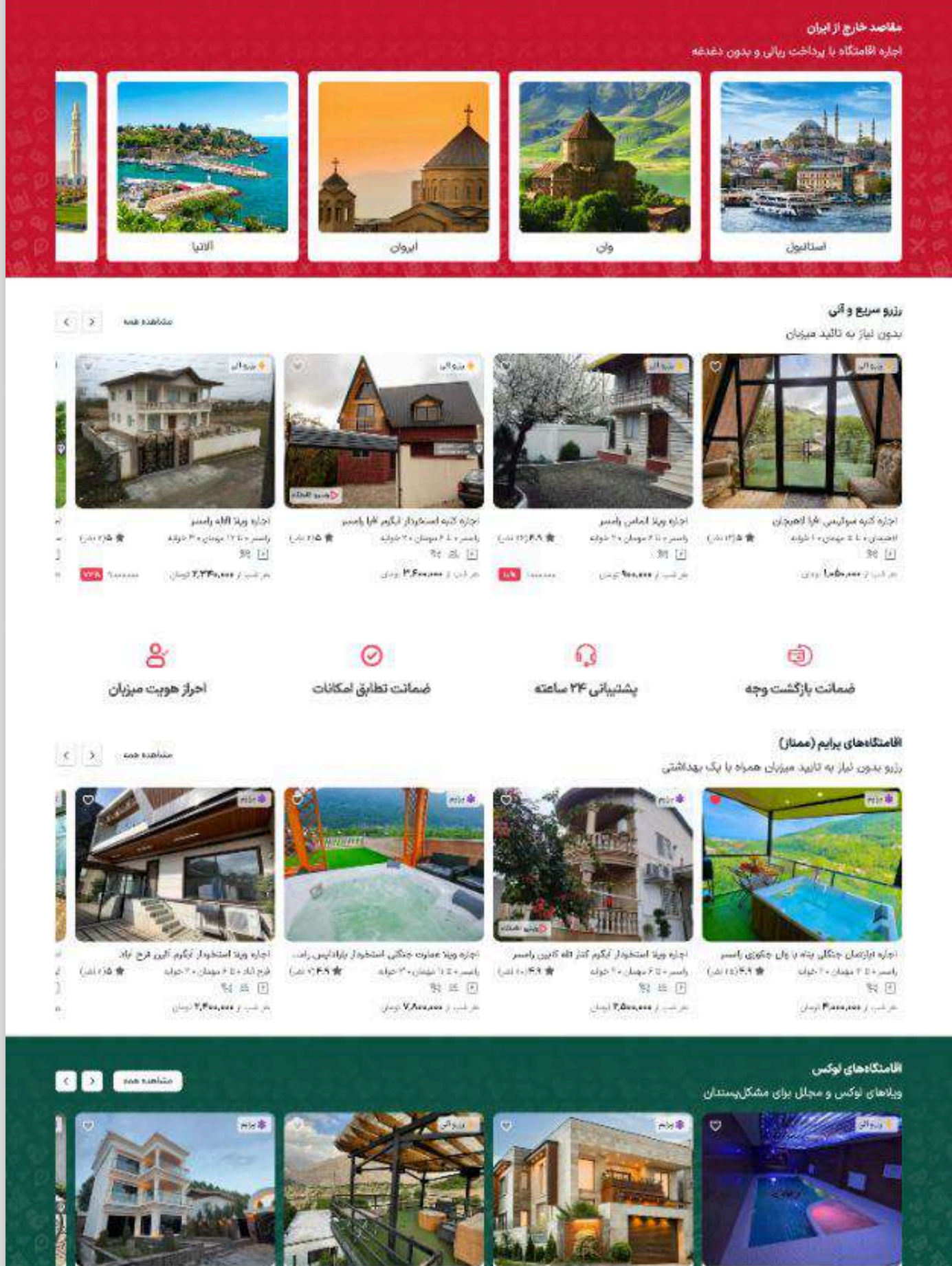
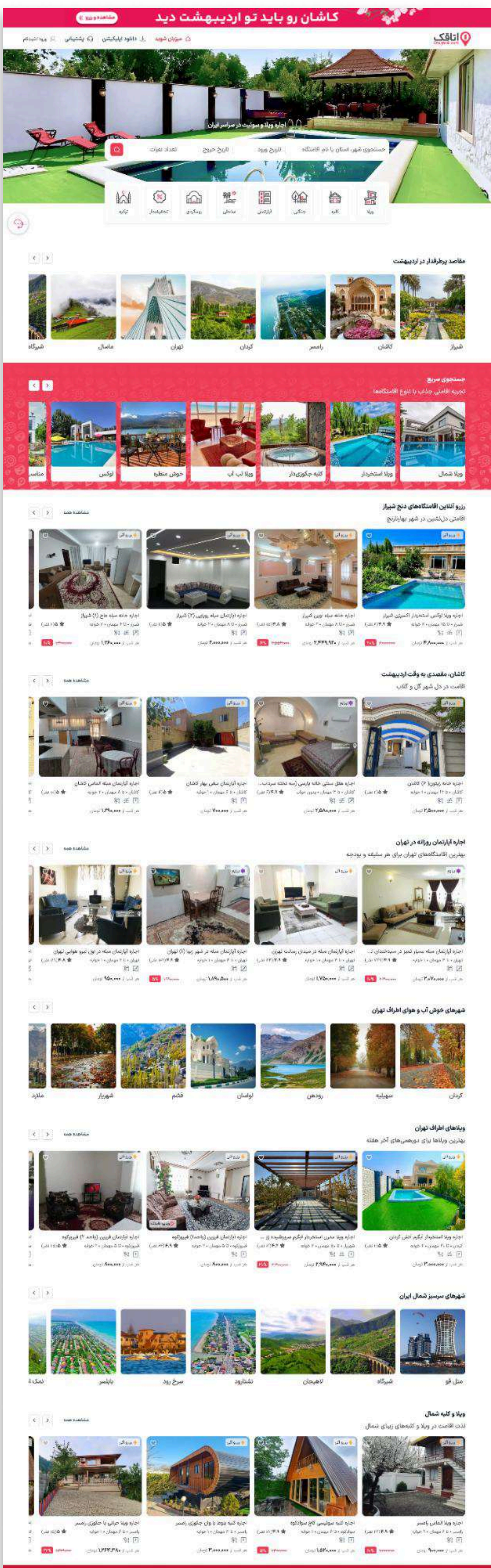
Post-launch, we saw a 17% increase in clicks to listing pages and a 9% boost in booking conversion within the first month.

## Case study

### Before



### After



**ثبت رایگان، ویلا، اقامتگاه، و آپارتمان**

راهنمای سریع خرید

چگونه ثبت رایگان کنیم؟

1. ثبت نام در سایت

2. تکمیل پروفایل کاربری

3. تایید حساب کاربری

4. شروع به ثبت آگهی

5. دریافت آگهی در صفحه اصلی

6. پاسخگویی به درخواستها

7. عقد قرارداد

8. دریافت وجه

9. تحویل ملک

10. پایان کار

**ثبت رایگان، ویلا، اقامتگاه، و آپارتمان**

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7. عقد قرارداد

8. دریافت وجه

9. تحویل ملک

10. پایان کار

**مجموعه اتاگک**

مجموعه اتاگک شامل:

- مجموعه اتاگک شمال
- مجموعه اتاگک جنوب
- مجموعه اتاگک شرق
- مجموعه اتاگک غرب

**مجموعه اتاگک**

مجموعه اتاگک شامل:

- مجموعه اتاگک شمال
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- مجموعه اتاگک شرق
- مجموعه اتاگک غرب

**اتاقک**

راهنمای سریع خرید

چگونه ثبت رایگان کنیم؟

1. ثبت نام در سایت

2. تکمیل پروفایل کاربری

3. تایید حساب کاربری

4. شروع به ثبت آگهی

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6. پاسخگویی به درخواستها

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8. دریافت وجه

9. تحویل ملک

10. پایان کار

**اتاقک**

راهنمای سریع خرید

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1. ثبت نام در سایت

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6. پاسخگویی به درخواستها

7. عقد قرارداد

8. دریافت وجه

9. تحویل ملک

10. پایان کار

# Otaghak Filters

Redesigning the Filters with a Focus on Simplicity, Accessibility, and Engagement

In the previous version, filters were cluttered, poorly grouped, and hard to scan—leading to low engagement and limited usage during search.

By analyzing Google Analytics data, user feedback, and internal usability tests, we redesigned the filters with key improvements:

- Prioritized filters based on relevance and usage rate
- Logically grouped items (e.g., separating "Amenities" from "Essentials")
- Mobile-friendly components like toggles, sliders, and expandable sections
- "Show more/less" toggles to keep UI clean
- Fixed-position action buttons for quick access (Apply/Clear Filters)

Post-launch, we saw a 28% increase in filter usage on mobile search, helping users reach relevant results faster and more confidently.

## Before

فیلترها
✕

### نوع رزرو اقامتگاه

رزرو آنی (بدون نیاز به تأیید میزبان)

اقامتگاه پرایم

اقامتگاه شبانه

### محدوده قیمت

میانگین هر شب اقامت حدود ۸۰۰,۰۰۰ تومان است.

کمترین قیمت ۶۴۰,۰۰۰ تومان تا بیشترین قیمت ۲۵,۰۰۰,۰۰۰ تومان

### اتاق و تخت

تعداد اتاق خواب

هرچی ۱ ۲ ۳ ۴

تعداد تخت

هرچی ۱ ۲ ۳ ۴

### نوع اقامتگاه

آپارتمان

ویلا

خانه

کلبه و سوئیتی

هتل آپارتمان

بومگردی

پانسیون

هتل سنتی

سوئیت

عشایری و روستا

مهمانسرا

هاستل

### امکانات

امکانات اتاق پذیرایی

میز

تلویزیون

سیستم صوتی و تصویری

امکانات آشپزخانه

یخچال

ماشین لباسشویی

اجاق گاز

امکانات گرمایشی

شوفاژ

امکانات سرمایشی

کولر گازی

کولر آبی

امکانات رفاهی

پارکینگ

وای‌فای WiFi

سشوار

اطلاعات بنا

آسانسور

[نمایش کمتر](#)

### برچسب‌ها

اقامتگاه‌های ساحلی

اقامتگاه‌های مناسب جشن تولد

مناسب زوج‌های جوان

اقامتگاه‌های کویری

مناسب معلولین (توانیابان)

با تخفیف ویژه

اقامتگاه‌های اقتصادی

اقامتگاه‌های با ظرفیت بالا

اقامتگاه‌های مناسب عشق و حال

اقامتگاه‌های نزدیک به چشمه، آب معدنی و آبگرم

اقامتگاه‌های مجاور دریاچه و سد

اقامتگاه‌های لوکس

اقامتگاه‌های کوهستانی

اقامتگاه‌های شبانه

اقامتگاه‌های پرایم

مناطق برفی و سردسیری

اقامتگاه‌های استخردار

مجاور تالاب، مرداب و خلیج

[نمایش کمتر](#)

### قوانین اقامتگاه

امکان استفاده از حیاط و باغ

امکان برگزاری مراسم و جشن

امکان تردد یا کفش در خانه

امکان سیگار کشیدن در خانه

امکان همراه داشتن حیوانات

## After

فیلترها
✕

### محدوده قیمت برای هر شب

از ۱,۰۰۰,۰۰۰ تومان تا ۷,۰۰۰,۰۰۰ تومان

### تعداد اتاق خواب

مهم نیست

### رزرو آنی

برای رزرو اقامتگاه نیازی به تأیید از سمت میزبان نخواهید داشت.

اقامتگاه پرایم

اقامتگاه‌های دارای یک بهداشتی و رزرو آنی.

اقامتگاه شبانه

امکان رزرو برای امروز

### امتیاز

بیشتر از ۳ بیشتر از ۴ بیشتر از ۵

### ویژگی اقامتگاه

لب آب

مناسب جشن

بیابلی

ماه غسل

کار راه بنداز

خوش منظره

لوکس

دارای بازی

مناسب پت

[مشاهده کمتر](#)

### امکانات رفاهی

استخر

پارکینگ

وان

آلاچیق

اینترنت رایگان

چکوزی

بیلیارد

سیستم صوتی

سونا

باریکیو

[مشاهده کمتر](#)

### مجهز به

سرویس سرمایشی

سرویس گرمایشی

### امکانات اولیه

توالت فرنگی

حمام

لوازم آشپزی

اجاق گاز

تلویزیون

برق

گاز

توالت ایرانی

ترانس

یخچال

ظروف آشپزخانه

میلمان

گیرنده دیجیتال

آب

[مشاهده کمتر](#)

### نوع اقامتگاه

ویلا

کلبه

سوئیت

هاستل

هتل سنتی

اقامتگاه بوم‌گردی

آپارتمان

خانه

هتل آپارتمان

مهمانسرا

پانسیون

[مشاهده کمتر](#)

### منطقه اقامتگاه

ساحلی

بیابلی

شهری

روستایی

جنگلی

بیابانی

حومه شهر

[مشاهده کمتر](#)

### نوع اجاره

دربیست

غیر دربیست

نیمه دربیست

### قوانین اقامتگاه

امکان رزرو با کارت شناسایی معتبر

امکان برگزاری مراسم

امکان همراه داشتن حیوان خانگی

[مشاهده بیشتر](#)

پاک کردن فیلترها

اعمال فیلترها

# Otaghak Rate View

## Improving Rating Display to Build Trust and Support Faster Decision-Making

In the previous version, ratings were inconsistently displayed, visually weak, and lacked context—making it harder for users to quickly evaluate the quality of an accommodation during browsing and search. This reduced trust and slowed down decision-making.

By analyzing user behavior data, heatmaps, and feedback from usability tests, we redesigned the rating experience with key improvements:

- Made ratings more prominent with clearer visual hierarchy (star rating + numeric score)
- Added contextual signals such as number of reviews to improve credibility
- Standardized rating placement across cards and detail pages for consistency
- Improved scannability by pairing ratings with key attributes (e.g., cleanliness, location where available)
- Optimized spacing and typography for better readability on mobile devices

After the redesign, users were able to evaluate listings more quickly and confidently, resulting in a measurable increase in engagement with higher-rated properties and improved click-through rates from listing cards.

## Before



## After

