



# HAFEZ MOSLEH

## HEAD OF DIGITAL GROWTH & PRODUCT STRATEGY

DoB: 2001-02-25  
Marital Status: Single  
Military Service: Not Served

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### Profile Summary



Cross-functional product, growth, and technology leader with experience spanning digital product strategy, software development, growth marketing, product design, digital transformation, and organizational leadership.

Experienced in taking digital products from problem discovery and strategy through product architecture, UI/UX, development, validation, implementation, and commercialization.

Combines hands-on technical and product expertise with business and growth strategy. Has led development and marketing teams directly while coordinating cross-functional initiatives across organizations of up to 35 people.

Track record includes building B2B operational platforms, CRM/CMS systems and internal software, leading multidisciplinary teams, achieving approximately 100% sales growth through digital channels, and growing digital audiences by tens of thousands.

### Work Experience



#### Board Member | Product & Technology Lead

NORA — Digital Product Venture Studio  
Iran  
2026 - Present

#### Tasks and Achievements

Lead product strategy, design, technology, and execution across NORA's digital-product portfolio.

Lead products from Problem Discovery → Strategy → Design → Development → Validation → Commercialization.

Define product architecture, roadmaps, workflows, feature structures, and technical direction.

Lead UI/UX and product-design activities.

Participate directly in software and platform development.

Coordinate multidisciplinary product and technical execution.

Translate business and user problems into scalable digital systems.

Participate in strategic decision-making as a board member.

### Skills



- Product Strategy
- Product Discovery
- Product Architecture
- Roadmapping
- SaaS
- B2B Products
- Workflow Design
- Product Execution
- Growth Strategy
- Digital Marketing
- Go-to-Market
- Digital Transformation
- Social Media Strategy
- Content Strategy
- SEO
- Conversion Strategy
- Team Leadership
- Cross-functional Leadership
- Project Management
- Technical Leadership
- Executive Operations
- Business Strategy
- Full-Stack Development

Assistant to CEO | Dev Lead | Full-Stack Developer |  
Social Media Manager

TOBIX

Iran

2024 - 2026

Tasks and Achievements

Rapidly progressed across growth, technology, leadership, and executive functions within the organization.

Directly led a 6-person development team.

Led a marketing team of approximately 7–8 people.

Coordinated cross-functional initiatives across an organization of up to 35 people.

Worked closely with executive management as Assistant to CEO.

Designed and developed NOVA, an internal project-management platform.

Designed and developed internal CRM and CMS systems.

Built web platforms and supporting digital infrastructure.

Connected product, technology, marketing, and operational requirements.

Contributed to approximately 100% growth in sales generated through website and Instagram channels.

Grew Tobix’s Instagram audience by approximately 34,000 followers.

Launched and grew Turbo from 0 to ~5,000 followers.

Launched and grew Fix from 0 to ~5,000 followers.

Developed digital initiatives connecting content, social media, web presence, and commercial objectives.

Digital Product & Growth Strategy

NIMALIAT / NIMA TARAZ BAZH

Iran

2026 - Present

Tasks and Achievements

Lead and contribute across product, digital strategy, marketing, technology, and brand development.

Developed digital, marketing, and growth strategies.

Designed social-media strategies across the brands.

Designed and developed digital platforms and websites.

Designed CRM and operational workflows.

Led development and implementation of CheckOn Nimaliat.

Contributed to brand identity and visual systems.

Managed digital and video-content production.

Supported seminar and event strategy, production, and execution.

Connected Product + Marketing + Brand + Technology into an integrated digital ecosystem.

- System Architecture
- CRM/CMS
- Automation
- UI/UX
- Product Design
- Design Systems
- AI-assisted Workflows
- Next.js
- React
- TypeScript
- JavaScript
- Node.js
- PostgreSQL
- Drizzle / Prisma
- HTML
- CSS
- Git
- Playwright
- SaaS Development
- Database Design
- API Integration
- CRM/CMS Development
- Workflow Systems
- QA & Testing
- AI-assisted Development
- AI-assisted Product Design
- AI Content Workflows
- Prompt Engineering
- Development Automation
- Graphic Design

Web Developer & SEO

BARGH O SANAT RADICAL

Iran

2021 - Present

Tasks and Achievements

Designed and developed the company's web presence from the ground up.  
Built the digital layer of a traditionally offline business.  
Worked across technical SEO, website optimization, and digital discoverability.

Project Manager | Strategist | Social Media Specialist

TIVA

Iran

2020 - 2021

Tasks and Achievements

Managed digital projects and multidisciplinary workflows.  
Developed digital and social-media strategies.  
Participated in projects involving BluBank, including card-design-related work.  
Contributed to Sopost growth and viral-oriented initiatives.  
Connected strategy, creative execution, and project management.

Graphic Designer & Digital Marketing Specialist

Arsam Robotics

Iran

2019 - 2019

Tasks and Achievements

Visual communication, digital content, graphic design, and digital marketing.

Remote Strategist

Badkoobeh

Iran

2018 - 2018

Tasks and Achievements

Campaign strategy, creative strategy, content strategy, advertising concepts, and brand/market analysis.

Product Team Member

EasyPay

Iran

2015 - 2016

Tasks and Achievements

Contributed the initial concept and product development of a smart metro-access/ticketing solution that reached real-world users.

- Motion Graphics
- Photography
- Videography
- Video Editing
- Audio Editing
- Growth Marketing
- Campaign Strategy
- Creative Strategy
- Branding

Certificates



Digital Marketing & E-commerce, Fundamentals of Digital Marketing, Google Ads Search, Google Analytics, Ads Measurement

Institute: Google

Photoshop, Illustrator, Premiere Pro, After Effects, Visual Design, Adobe Analytics

Institute: Adobe

Professional AI training, including training completed in Dubai

Institute: Artificial Intelligence

Professional/online academic coursework

Institute: Harvard & MIT

Economics, investment, trading, market analysis, and trading automation

Institute: Financial Markets

Participation in international trading and financial-market exhibitions and expos

Co-Founder

Taxi Moshaver

Iran

2016 - 2016

Tasks and Achievements

Co-founded and tested a mobile consulting-service concept, including engagement with Tehran Municipality District 14.

Education



Master of Psychology

Institute/University: University of Tehran

Iran

Bachelor of Information Technology (IT)

Institute/University: University of Tehran

Iran

Projects



CheckOn – B2B Organizational Operations Platform

For: NORA

Designed and developed a modular platform connecting organizational structure, teams, roles, projects, tasks, workflows, documents, communications, calendars, meetings, operational monitoring, dashboards, and management reporting.

Responsible across Product Strategy, Product Architecture, UI/UX, System Design, and Development.

CheckOn Nimaliat – Tax Operations Platform

For: NORA

Designed a specialized operational environment integrating taxpayer records, tax cases, tasks, document requirements, proceedings, deadlines, payments, communications, team workflows, and reporting.

Panah – Digital Psychology Product

For: NORA

Designed and developed a platform supporting clients between therapy sessions through structured exercises, status tracking, and follow-up workflows, with a planned pilot involving approximately 100 clients at a psychology center.

Roozngar – EdTech Platform

For: NORA

Led product strategy, design, and development of a teacher-centered platform connecting teachers, students, and parents around teachers' daily educational workflows.

Language



English

Reading



Writing



Speaking



Listening



Social Network



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LANGUAGES



Persian

Native