

Mohsen Taleb

Date of Birth: 5th August 1983

Gender: Male

Marital Status: Single

Nationality: Persian

Spoken Languages: Farsi (Native), English(Fluent)

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BIO EXCERPT

Started my career in early 2001 as a web designer/developer and worked for various companies and projects for more than a decade, which ultimately gave me a full perspective of Iran's IT market. Having a failed first start-up in 2009 taught me some lessons, the hardest way, of how easily one can fail due to focusing only on technical sides and also bad misunderstanding of the market.

Eager for learning of how to build a successful company, after working for a London-based company for a year (Leftfield Digital) for the second iteration, along with starting to study business as my masters degree, I started working for an International start-up in 2012 – aylien.com – which succeeded to raise \$500K seed money in China Accelerator, it's about to go for the second round in Dublin, Ireland.

I left Aylien for my own start-up – kikojas.com – in 2013 and launched it in 2015 which is now a established company backed by "Sarava" as its first investor. I'm currently the CEO of Cedar Studios.

PANELS / SPEAKS

- **December 4, 2014** – World Usability Day 2014: UX in location based services
<http://usabilityday.ir/2014/>
- **October 7, 2015** - Future of Web Design 2015: The future of Web Mapping Services; GIS vs. NeoGeography
<http://conf.wsschool.org/fowd/>

SUMMARY OF TECHNIAL QUALIFICATIONS

- Seasoned **GIS Analyst**
- Expert **Product Designer**
- Senior **JavaScript** developer, strong familiarity with majority of JS frameworks (**Mootools**, Prototype, jQuery, etc)
- Expert **PHP/MySQL** developer, experienced in several open-source projects, **Drupal**, **Magento**, etc.
- **Art Director**, **Information Architect** and **Usability** expert with **15 years** of extensive and diverse experience in a number of large-scale and interactive projects
- Expert in **Online Branding**, **Online PR** and online marketing
- Hands on **e-Business** and **e-Commerce**
- Highly experienced in **Project Planning** and **Team Coordination**
design, OOP, frameworks architecture
- Expert **XHTML & Hand-Code CSS** developer, highly experienced in **Standard Web Design** and table-less layouts
- Comprehensive knowledge in **OOP**
- Qualified in **Web2.0** technologies (**AJAX**, etc)
- **SEO** engineering knowledge
- Skilled in **XML**-based languages, **XSLT**, etc
- Vast knowledge in network infrastructure, **LANs**, **WANs**.
- Hands on **Database** schema design
- Highly qualified in most webpage and graphics editing softwares, including **Adobe Dreamweaver**, **Adobe Photoshop** and **Adobe Illustrator**.

PERSONAL STRENGTHS

- Enthusiast for continuous researching, staying abreast of industry-wide changes, new tools and technologies
- Able to work effectively in diverse and dynamic environments as a team player or team manager
- Strong attention to details
- Suggesting innovations
- Ability to plan workload to meet deadlines
- Communicating with people effectively, tactfully and efficiently
- Ability to think from the consumer's point of view

RELEVANT EXPERIENCES

- **2014, March – Kikojas**
www.kikojas.com
My Roles: *Product Designer, Client-side developer, Team Manager*
Kikojas is a Location based business directory of the whole country of Iran. People may search for what they're looking for in their city or even in suburbs while traveling - in over 240 distinct categories from the best restaurants around, to most famous dentists or even public toilets!
- **2013, September – CedarMaps**
www.cedarmaps.com
My Roles: *GIS developer, Team Manager*
CedarMaps is a desktop and mobile web mapping service application provided by CedarStudios, offering an all-Persian street maps solution with highly detailed and spatially accurate GIS vector data.
It's basically like what GoogleMaps is, but with more local details and Persian-flavored data. GoogleMaps collects its data from user contributions while CedarMaps' data is updated regularly by company's specialized GIS department, hence delivering validated and genuine map data. CedarMaps comes with SDKs for both Desktop and Mobile (iOS and Android) platforms and offers a commercial API for:
 - *Geocoding (Forward Geocoding)*
 - *Reverse Geocoding*
 - *Route Planning (for traveling by foot or car)*
- **2012, August – Aylien**
www.aylien.com
Built with: Go, Ruby, JavaScript, CSS
My Roles: *Javascript Developer*
AYLIEN is an Artificial Intelligence startup, focused on creating technologies that help machines understand humans better.
- **2011, May – Hamkaran System (aka. SystemGroup)**

www.systemgroup.net

Built with: PHP, MySQL, JavaScript, CSS

My Roles: *Graphic Designer, Photographer, Client-side Developer, PHP Developer*

The leading and the biggest software company in Iran, with 8 active subsidiaries each specialized in different IT fields.

This website is based on Drupal. A highly maintainable javascript resource manager is developed for this project, along with 1 module for drupal.

- **2011, January – Hostiran**

www.hostiran.net

Built with: PHP, MySQL, JavaScript, XHTML, CSS

My Roles: *Project Manager, PHP Developer*

A Redesign.

- **2010, August – Ketabe Avval (Official Tehran Yellow Pages)**

www.avval.ir

Built with: ASP.Net, SQL Server, JavaScript, XHTML, CSS

My Roles: *Project Manager, Javascript Developer*

Under Development.

- **2009, October – Atieh Dadeh Pardaz (Adp Digital)**

www.adpdigital.com

Built with: PHP, MySQL, JavaScript, XHTML, CSS

My Roles: *PHP Developer, Graphic Designer*

ADP delivers innovative mobile messaging services in Iran, since 2002. The vast majority of banks within the country use it's mobile banking solutions for years.

The website is based on Drupal CMS.

- **2008, August – Tvonics**

www.tvonics.com

Built with: PHP, MySQL, JavaScript, XHTML, CSS

My Roles: *PHP Developer*

Tvonics is a london based company, specialised in designing and manufacturing FREEVIEW™ boxes and FREEVIEW+™ digital television recorders. This website is actually an online shop based on Magento.

- **2009, Jan – Pano.ir**

www.pano.ir

Built with: ASP.Net 2.0, SQL Server 2005, JavaScript, XHTML, CSS

My Roles: *Client-Side Developer (JavaScript), Graphic Designer*

Pano.ir was my first attempt to running a startup which ultimately failed after a year, due to marketing mistakes and bad timing in which it was rised up.

- **2008, July –Sam Service**

www.samservice.com

Built with: ASP.Net 2.0, SQL Server 2005, JavaScript, XHTML, CSS

My Roles: *Client-Side Developer (JavaScript), Graphic Designer*

Sam Service, with over 550 service centres within the country, supports, offers and provides warranty services of SAMSUNG products. This site features some outstanding facilities for finding products and comparing between them.

It's a completely web standards compliant.

Browser Compatibility: IE6+, Firefox1.5+, Opera, Safari

- **2008, January – iHome real estates database ("Khaane-ye-man" in Persian)**

www.ihome.ir

Built with: ASP.Net 2.0, SQL Server 2005, JavaScript, XHTML, CSS

My Roles: *Client-Side Developer (JavaScript), Graphic Designer*

The most comprehensive online real estates database in Tehran. With its user-friendly interface, one can easily find his ideal home for rental or purchase, view it on the map, and compare with similar sales.

Simplicity on providing information for target users of this website who want to painlessly choose only one, out of this messy data was the key principle in mind in designing iHome.

It's a completely web standards compliant.

Browser Compatibility: IE6+, Firefox1.5+, Opera, Safari

- **2007, November – Hostiran, Web hosting service provider**

www.hostiran.net

Built with: PHP, MySQL, JavaScript, XHTML, CSS

My Roles: *Client-Side Developer (JavaScript), Graphic Designer*

Browser Compatibility: IE6+, Firefox1.5+, Opera, Safari

- **2007, September – Taliya (Iran's 2nd mobile network operator)**

www.taliya.ir

Built with: PHP, MySQL, JavaScript, XHTML, CSS

My Roles: *Client-Side Developer (JavaScript), Graphic Designer*

Designed in two different layouts, English and Farsi, it benefits from exclusive pictures I shot for the company. This is actually the first website where my photography skills meet my web designing stuff. Custom navigation menu and homepage snapshot rotator written based on "mootools" framework makes this website pretty cool and unique.

It's a completely web standards compliant.

Browser Compatibility: IE6+, Firefox1.5+, Opera, Safari

- **2007, July – Tehran Map Service, Ketabe Avval (Official Tehran Yellow Pages company)**

map.ketabeavval.ir

Built with: ASP.Net, SQL Server 2000, JavaScript, XHTML, CSS

My Roles: *Project Manager, Client-Side Developer (JavaScript), Graphic Designer*

This is the first and the leading web-based map service in the whole country.

It features searching through Tehran's streets with a neat, yet cross-browser graphical UI.

*Completely Web standards compliant.
Browser Compatibility: IE6+, Firefox1.5+, Opera, Safari*

- **2007, June –Parnian Pasargad Investment Consulting Company**
www.pimco.ir
Built with: PHP, AJAX, XHTML, CSS
My Roles: *PHP Developer, Graphic Designer*
*A very tiny Web standards compliant website.
Browser Compatibility: IE6+, Firefox1.5+, Opera, Safari*
- **2007, May – Ketabe Avval (Official Tehran Yellow Pages) map-based software**
www.ketabeavval.ir/ebook
Built with: Flash, Delphi, Microsoft Access, Socket Servers
My Roles: *Project Manager, Art Director and Graphic Designer*
The very first Yellow Pages desktop software ever!
Written in Delphi as core engine and Adobe Flash as the graphical UI. With a completely user friendly interface, It features searching through Tehran's streets and more than 180,000 existing jobs in the city. Introduces over than 11,000 common places you'll surely need to know about, when you visit Tehran, including Restaurants, Cinemas, Museums, Banks, and more...
A few Screenshots of the software are available in the vendor's website.
- **2007, April – Iranian Virtual Society (Cloob.com)**
www.cloob.com
My Roles: *Graphics Consultant*
The biggest Iranian friendship network with 350,000+ users.
- **2007, January – Sakht-Afzar Farayand, Consulting Engineers Company (SAFCO)**
www.safengco.com
Built with: XHTML, CSS
My Roles: *Graphic Designer*
*A fully Web standards compliant design, Strict XHTML
Browser Compatibility: IE6+, Firefox1.5+, Opera, Safari*
- **2006, August – Official Enterprise Content Managent system (ECM) for Islamic Azad University of Iran**
Built with: PHP, MySQL, AJAX, XHTML, CSS
My Roles: *Data Analyser, Graphic Designer*
The first Official and fully working ECM for Islamic Azad University. This Web-Based application works seamlessly – through a data center - with its desktop version installed on every branch of IAU all over the country.
- **2006, November – Ketabe Avval (Official Tehran Yellow Pages) customer-care web application**
Built with: PHP, MySQL, XHTML, CSS
My Roles: *PHP Developer, Database Designer (MySQL), Graphics Designer*

Includes an online survey, and a report generator

- **2006, September – Ketabe Avval (Official Tehran Yellow Pages) Persian websites directory**
dir.ketabeavval.ir
Built with: ASP.Net, SQL Server 2000, JavaScript, XHTML, CSS
My Roles: *Project Manager, Client-Side Developer (JavaScript), Graphic Designer*
The first Iranian Websites directory implemented with Web2.0 concepts.
- **2006, January – Ketabe Avval (Official Tehran Yellow Pages) official weblog**
weblog.ketabeavval.ir
Built with: PHP, MySQL, XHTML, CSS
My Roles: *PHP Developer, Graphic Designer*
Based on WordPress 1.5, fully customized for the company.
Completely Web standards compliant.
- **2005, January – Isar Gostaraan Fajr official website**
www.ifcoc.com
Built with: PHP, MySQL, JavaScript, XHTML, CSS
My Roles: *PHP Developer, Database Designer, Graphic Designer*
- **2005, July – Ketabe Avval (Official Tehran Yellow Pages) official website**
www.ketabeavval.ir
Built with: ASP.Net, SQL Server, JavaScript, XHTML, CSS
My Roles: *Systems Analyser, Art Director, Graphic Designer*
Actually it was a fully redesigned version of the company's previous website, with completely different ideas and concepts, After that, it became a Light, user friendly, cross-browser website. Its visitors are still increasing!
Web standard compliant.
- **2004, September – Parsiphone Inc. official website**
www.parsiphone.com
Built with: XHTML, JavaScript, CSS
My Roles: *Graphic Designer*
- **2004, October – Ketabe Avval (Official Tehran Yellow Pages) Tehran map service (beta version)**
map.ketabeavval.ir
Built with: ASP.Net, SQL Server, JavaScript, HTML, CSS
My Roles: *Graphic Designer*
- **2004, May – Implementing a Database Management System (DBMS) using plain-text files**
Built with: PHP, MySQL, HTML, CSS
My Roles: *PHP Developer*

Actually it was a project for a university course. It includes the basic operations of a DBMS, Adding/Editing/Deleting Rows and Columns, Ability to define multiple data types for storage, searching, sorting, and much more!

- **2003, December – My own official weblog**
weblog.mohsentaleb.com
Built with: PHP, MySQL, JavaScript, HTML, CSS
My Roles: *PHP Developer, Graphic Designer*
- **2003, December – Pratique online shopping store**
www.pratique.ws
Built with: PHP, MySQL, HTML, CSS
My Roles: *PHP Developer, Database Designer*
- **2003, November – Official Website for Iranian bloggers attending at the 1st Tehran International Web, Wap and e-Publications Festival**
www.intwebfest.com
Built with: PHP, MySQL, JavaScript, HTML, CSS
My Roles: *Graphic Designer*
- **2003, October – Message-Center application for graduated telecommunication students of Iran**
Built with: PHP, MySQL, HTML, CSS
My Roles: *PHP Developer, Database Designer*
- **2002, December – 1st young directors awards festival (featuring Sony Electronics)**
www.youngdirectorsawards.com
Built with: ASP, HTML
My Roles: *Graphic Designer*
- **2002, November – Technology law studies center (a branch of ITAN when I used to work then)**
www.techlaw.com
Built with: ASP, HTML, CSS
My Roles: *Graphic Designer*
- **2002, August – IT studies committee**
Built with: ASP, HTML, CSS
My Roles: *Graphic Designer*
- **2001, May – Razi Vaccine and Serum Research Institute official website**
Built with: HTML
My Roles: *Graphic Designer*
The very first years of touching the Web!

Note: *As some of these works may not be online at the time you read this (due to hosting expiration or discontinuing of the business, etc), I might send you their latest screenshots upon request.*

EMPLOYMENT

- **2015-Present – Cedar Studios (The company behind Kikojas.com & Cedarmaps.com)**
CEO/Founder
- **2012-2015 – Hamkaran System (Systemgroup.net)**
Webmaster
- **2010-2012 – Freelancer**
- **2008-2009 – Leftfield-Digital (A London-based Company).**
Front-end Developer
- **2004-2007 – Ketabe Avval (Official Tehran Yellow Pages) – Tehran, Iran.**
Webmaster, Lead Project Manager
- **2002-2003 - Iran Technology Analysis Network (ITAN) – Tehran, Iran.**
Graphics Designer, Programmer
ITAN is governmental IT department

EDUCATION

- **Master of IT Management** (Islamic Azad University – Science & Research Campus, Tehran, Iran, 2008-2011)
Thesis: Content strategy in Web and how it makes a website successful
- **B.Sc in computer software engineering** (Islamic Azad University of Karaj, Iran, 2001-2005)
Thesis: Building an e-Commerce website from scratch

OTHER SKILLS

Professional photography ([Check out my photostream on Flickr](#)) or see my online gallery

INTERESTS

- Photography
- Aviation
- Swimming

REFERENCES

Available upon request.

Last Updated: January 2016