

Zoha Sobhani

Product Designer

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Summary

Experienced Product Designer seeking a challenging role to utilize expertise in user research, cross-functional collaboration, and design thinking to create impactful user experiences.

Proficient in balancing technical considerations and business requirements, with a strong grasp of UX and product metrics to drive successful, data-backed solutions.

Experiences

Senior Product Designer | Rightel

Iran, Tehran | Nov 2022 - Present

- Increased user retention by **20%** by improving app performance, resulting in higher user engagement and satisfaction.
- Crafted detailed user flows, journey maps, and wireframes to streamline the design process and ensure seamless hand-off to engineering teams.
- Increased app downloads by **40%** through successful marketing efforts, indicating growing interest in the app.
- Collaborated with the User Experience Research (UXR) team and participated in Focus Group Discussion (FGD) sessions to conduct qualitative and quantitative research.
- Improved app usability by **25%** through a comprehensive redesign, ensuring all users, regardless of abilities, can navigate and enjoy the app effortlessly.

UI/UX Designer | Pixendo

Iran, Tehran | Nov 2021 - Jun 2022

A website for NFT-based play-to-earn games, combining blockchain with fun gameplay to reward users.

- Gained key user insights through surveys, interviews, and usability testing, leading to a **30%** boost in user satisfaction scores by understanding user behaviors and preferences and pain points.
- Visualized and iterated on design concepts by creating wireframes, prototypes, and user flows, resulting in a **20%** reduction in bounce rates and a more seamless, engaging user experience.
- Designed intuitive and interactive elements that enhanced user engagement and facilitated smooth navigation, leading to a **35%** increase in user interaction and session duration within the play-to-earn games.
- Collaborated closely with developers, product managers, and other stakeholders to ensure the successful implementation of designs, achieving **95%** of project milestones on time through clear and effective communication.
- Iteratively improved the user experience based on user feedback and analytics, ensuring the platform remains user-friendly and engaging.

Senior UI/UX Designer | Favin

Iran, Tehran | Dec 2021 - Jun 2022

- Designed comprehensive logistics software from concept to launch after conducting competitor analysis between over **10** logistics software providers worldwide.
- Actively participated in brainstorming and concept development, contributing creative ideas and solutions and efficiently working with data analysts and Conversion Rate Optimization (CRO) specialists to acquire necessary data.
- Created wireframes, prototypes, and full visual designs to communicate and iterate on design concepts.
- Measured the impact of implemented solutions and constantly sought opportunities for personal growth and development.

UI/UX Designer | Calistu

Iran, Tehran | Oct 2020 - Sep 2021

- Designed responsive applications utilizing more than **5** design systems, while meeting user-centric requirements, and deadlines, and ensuring the quality of the designs.
- Associated with more than **3** end-to-end eCommerce agencies, built a fully managed eCommerce solution for our customers (businesses) to serve their customers, and designed applications focusing on the users' needs and increased their satisfaction.
- Managed multiple priorities in a fast-paced environment, consistently meeting deadlines and driving projects from concept to completion, and took ownership of design-related tasks and artifacts, ensuring high-quality deliverables.
- Planned and conducted user research activities, including usability testing, heuristic evaluations, and user interviews, to gather valuable insights for design optimization.

Skills

- **Tooling**

Figma, Protopie, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Invision, Miro, Framer, Rive, Blender

- **Design systems**

Material, Liquid, Ant, Pegasus

- **UX Design**

UX research, Customer-centric mindset, Problem-solving, Design Thinking, Data-driven design, Information architecture, Prototyping, Usability testing, User story mapping, User persona

- **UI Design**

Sketching, Wireframing, User flow, Auto layout, Interaction design, User-centered design, Grid system

- **Programming**

Familiar with HTML/CSS, Bootstrap, Javascript, React, Python

- **More**

Agile development, Scrum process, Communication, and presentation skills, Result-driven, Business acumen

Education

Bachelor of Software Engineering - Shahrood University of Technology

Sep 2013 - Mar 2017

Portfolio

<https://bit.ly/zohasobhani>

Voluntary Experiences

- Researcher and designer on an NFT project
- Passing courses at “Uxcel” and “Interaction Design Foundation” (IDF)
- Participating in Web design and Front-end programming courses at Laitec
- Learning Python and artificial intelligence course at CS50X Iran