

Zoha Sobhani

Product Designer

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Portfolio: <https://zhasobhani.framer.website>

Summary

Product Designer with 5+ years of experience designing web and mobile user interfaces. Strong background in UX and UI principles, design systems, and responsive design. Highly skilled in Figma with hands-on experience creating prototypes, user flows, and mockups. Experienced in problem-solving, translating business needs into user-centered solutions, and collaborating with cross-functional teams to deliver scalable products.

Experiences

Senior Product Designer | Fake store API

Iran, Tehran | Oct 2024 - Present

- Led full website redesign focused on **Developer Experience (DX)** and onboarding clarity in a lean team of under 10, resulting in significantly improved user flow and trust.
- Built and documented a **scalable design system** that replaced fragmented UI components and established visual + interaction consistency across the product.
- Contributed to product strategy by defining **onboarding KPIs**, **prioritizing features**, and working closely with engineering to align design with technical feasibility.
- Reduced cognitive load by redesigning the **Hero section** and adding clear **example code + social proof**, increasing **discoverability** and developer confidence.

Senior Product Designer | Rightel

Iran, Tehran | Nov 2022 - Present

- Contributed to scalable design solutions serving a **large-scale** telecom user base.
- Maintained and expanded **multi-platform design systems** for web and mobile, comprehensive documentation (usage guidelines, states, do/don'ts), adding primitives, patterns, and interaction standards to support product growth.
- Delivered responsive **prototypes** and **user flows** in Figma, reducing user friction and enhancing **consistency** through data-informed insights from research and metrics like engagement and retention.
- Partnered cross-functionally with PMs, engineers, and researchers to translate ambiguous needs into actionable updates, driving organization-wide adoption of best practices.
- Improved app **usability** by **25%** and **app downloads** by **40%** through data-driven redesigns.

UI/UX Designer | Calistu

Iran, Tehran | Jul 2021 - Sep 2022

- Designed responsive applications with 5+ design systems, ensuring high-quality delivery
- Increased customer satisfaction by leading the design of a fully managed eCommerce solution
- Conducted user research and usability testing to continuously optimize designs

Senior UI/UX Designer | Favin

Iran, Tehran | Oct 2020 - Jun 2021

- Standardized reusable components and design system principles for logistics software, significantly reducing design iteration time.
- Collaborated with analysts and CRO specialists to align user-centered designs with business and performance goals, enhancing usability through data insights.

Skills

UX/UI Design: User-centered design, UX principles, responsive design, information architecture, user flows, wireframing, prototyping, mockups, hypothesis-driven experimentation, qualitative/quantitative data analysis.

Design Systems: Design system architecture, component libraries, design tokens, reusable patterns, interaction standards, documentation (guidelines/states/do-donts), publishing/QA, backward compatibility, adoption evangelism, consistency/scalability (inspired by Material You/GM3, Carbon, Spectrum, etc.).

Tools: Figma (advanced), Framer (proficient), Adobe Photoshop/Illustrator, After Effects, Rive, Blender.

Soft Skills: Problem-solving, systems thinking, cross-functional collaboration, clear communication of complex concepts, strategic mindset, friction reduction.

Education

Bachelor of Software Engineering - Shahrood University of Technology

Sep 2013 - Mar 2017

Voluntary Experiences

- Researcher and designer on an NFT project, collaborating with a diverse team to explore innovative design solutions in crypto ecosystems.
- Regularly completing courses at Uxcel and Interaction Design Foundation (IDF) to stay current with design trends and techniques.
- Participated in web design and front-end programming courses at Laitec, enhancing team skills through peer collaboration.
- Completed Python and Artificial Intelligence course at CS50X Iran, focusing on group learning and problem-solving.
- Graduated from Digital Product Management Course at Bozhan School—engaged in team projects and continuous learning.
- Currently completing UI and Interaction Design course, gaining hands-on experience in interaction design and prototyping with Figma and After Effects.