



Sohrab Niroo

Product Designer

A Product Designer with over 6 years of experience. Skilled to start with ideation to the final product design. In my latest role, I successfully shipped 4 full-featured products from concept to fully-realized prototypes by creating and enhancing product functions, user-flows, implementing UI/UX design, and



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[Design Sample](#)



[Sniroo](#)



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Tech stack

Figma: 10/10	Prototype: 9/10
Figjam: 10/10	User-Flow: 9/10
After Effect: 6/10	Wireframes: 7/10
Photoshop: 7/10	UX Design: 9/10
Illustrator: 7/10	UI Design: 8/10
Diagram.net: 9/10	CX Design: 8/10



Skills

Business Strategy	Team Work
Business Analysis	Communication
Competitor Analysis	Leadership
Visual Design	Scrum
Responsive Design	Interaction design



Language

English: B1	Persian: Native
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EXPERIENCE

Product Designer

Zarin Fannavarani - Sep 2021, Present (1 year, 9 months) – Full-time

A software-based product company investing in innovative ideas as startups, I lead the design process from user research and ideation to wireframes, UI design, Responsive design, and prototypes that are ultimately passed to the development team.

- Delivered 4 successful software products to the development team from concept to fully-realized prototypes that met client satisfaction.
- Developed monetization plans for new and existing products, resulting in increased revenue streams.
- Analyzed competitors to identify gaps in the market, leading to the development of customized features into the soul of the product.
- Kept close relationships with developers to ensure successful final product development.

Product Designer

GameClude, Aug 2020, Present (2 years, 9 months) – Part-time

GameClude is a wagering platform for gamers. As the Product Designer, I have turned the idea into sketches, user flows, wireframes, and UI prototypes alongside the UX research until the final product emerged in the development stage

- Designed an intuitive user interface after 8 different versions.
- Developed new monetization strategies leading to added revenue streams.
- Simplified complex algorithm for user use.
- Crafted both Desktop and mobile versions with Light/Dark mode.
- Worked closely with the engineering team to ensure proper implementation of the designs.
- Designed a fully prototype product for comprehensive understanding before development.
- Charted Admin panel features for development alongside its user flow.



Education

Associate degree

Azad University

2010 – 2012

English Diploma

Radin Institute

2019 - 2020

Design Consultant

Harkat bearing lmen, Jan 2021, Apr 2021 (4 months) - Freelance

HBI Bearing is a manufacturer of high-quality anti-friction bearings. As Design Consultant, I was responsible for bringing the brand identity into the digital world by creating user flows, consulting design decisions, and adding hiring process features on their website.

UI/UX Designer

Radin Language Institute, Dec 2019, Jan 2021 (1 year, 1 month) – Full-time

Radin Institute is one of the largest language centers in the city of Shiraz which helps students to learn their favorite second language in local and online classes, I was hired to find a new monetization plan for their online students which came to installing new cameras inside classes and designing a platform to stream, record, and increasing class registration from 8 students to 20 by online/offline feature.

- Conducted a successful user survey before implementing the feature with a satisfaction rate of 68%.
- Designed the platform for users to watch streams of their online classes.
- Created an enhanced user flow to simplify the process for students.
- Monetized the payment for the new online classes type.

UI/UX and Graphic Designer

Sn Club, May 2016 – Sep 2019 (3 years, 4 months) – Full-time

SN Club provided players with an environment to compete in games and have fun. As a junior Designer, my role was to optimize the existing website UI and come up with innovative designs and business solutions to compete in the market.

- Optimized user flow of the old website.
- Added online tournaments payment feature enhancing user experience for gamers.
- Redesigned the website .
- Creating ongoing designs for social media and local environment. (menu, banners, and ...)