

# Tannaz Sadeghi

## Product Designer

### Portfolio

tannaz.me

### Contact

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### Tools

Sketch, Figma, Adobe XD,

Illustrator, Photoshop,

Principle, Lottie, Zeplin

### Skills

Prototyping, Wireframing,

Visual Design, UI Design,

User Research, A/B

Testing, Usability Testing,

User Flows, Design

System

### Education

Azad University

Central Tehran Branch

2013 - 2017

Bachelor's Degree,

Graphic Design

### Work Experience

#### Cafe Bazaar / Product Designer

February 2021 - Present

Cafe Bazaar is the most popular smartphone application marketplace in Persian-speaking countries, with over 40 million users. Here is a list of what I have done so far:

- Overhauled the Video service to create a seamless experience aligned with other services of the app.
- Redesigned the Video Player and made accessibility a priority.
- Designed a feature to integrate Iran's biggest video streaming service, Filimo, into Bazaar.
- Added the ability to allow users to request apps that aren't on Bazaar to reduce churn rate in the search funnel.
- Redesigned the Profile page, adjusted its information architecture, and made the wallet and payment feature more visible and accessible.
- Designed a Note Taking app to be used as a take-home assignment in the hiring process for Android Team.
- Created a number of design components in our design system that were used throughout the application such as Search Lists and Spotlight, a row of promotional apps and games.

#### Snapp! / Product Designer

September 2019 - February 2021

Snapp! is known as the Uber of Iran with more than 2 million daily rides and more than 40 million users. As the owner of the Passenger's experience, things I did include:

- Conducted usability tests, A/B tests, and user interviews to understand user needs and effectiveness of the product and iterated based on the results.
- Checked Call Center's user problems sheet alongside product managers to gather what users wanted and came up with solutions for the product roadmap.
- Documented and maintained the Design System for Snapp! products.
- Participated in the Passenger redesign project by enhancing the experience, interface, and helping developers with animations and prototypes.
- Designed Change Destination feature in passenger app which resulted in a 2% reduction in daily Call Center calls.
- Revamped the login flow of the app by omitting email and replacing it with phone number which increased acquisition by 9%.
- Redesigned the Corporate Panel, which led to increase B2B usage by 15%.
- Dropped ride cancellation rate by repositioning cancel button by 1%.

#### Hami System Sharif / Product Designer

July 2018 - August 2019

Hami System Sharif's main focus has been carrying out the largest deal of Hamrahe Aval's (Iran's first and largest mobile operator) software related projects. Things I did include:

- Designed and prototyped a completely new UI for Hamrahe Aval's App.
- Designed the flows and interfaces for the website, application, and panel of the Central Security Depository of Iran (CSDI) through analysis, iteration, and working directly with PMs.