

# Tannaz Sadeghi

## Product Designer

### Portfolio

tannaz.me

### Location

Amsterdam, Netherlands

### Contact

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### Tools

Figma, Sketch, Adobe XD,  
Illustrator, Photoshop,  
Principle, Zeplin

### Skills

Prototyping, Wireframing,  
Visual Design, UI Design,  
User Research, A/B  
Testing, Usability Testing,  
User Flows, Design  
Systems, IA

### Education

Azad University

Central Tehran Branch  
2013 - 2017

Bachelor's Degree,  
Visual Communication

### Work Experience

#### Beat / Product Designer

December 2021 - Present

Beat is a ride hailing service focused in LatAm with more than 25 million users. As one of the designers in the passenger's domain things I'm doing include:

- Integrated address and editing in the pickup pin on the map at the beginning of the flow, which resulted in reduction of passengers changing their pickup address from the Trip Confirmation screen by 12% and cancellation due to incorrect pickup by 3%.
- Overhauled the Favorite Address feature by adding shortcuts for passengers to manage, add, and edit their favorite addresses on the Search and Profile screens and it was expected to increase the number of rides with a favorite address as destination.
- Designed a modular landing screen in coordination with the development team to provide a scalable design capable of showing features, services, and promo codes based on market needs, localization, and personalization to support the business strategy.
- As a member of the Design System team, I worked on the foundations, which increased design and development velocity as well as forging a common language between the two teams.
- Designed a readable and concise icon set and illustrations that replaced the old one that was confusing for users, resulting in more clarity and consistency throughout the product.

#### Cafe Bazaar / Product Designer

February 2021 - December 2021

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:

- As the owner of the Design System, I was responsible for extending and maintaining it, and ensuring that designs are aligned with it.
- Redesigned the Video service and its player to make accessibility a priority and to create a seamless experience aligned with other services of the app.
- 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.

#### 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:

- Designed Change Destination feature in the passenger app which resulted in a 2% reduction in daily Customer Center tickets, and also reduced canceling and rebooking.
- Redesigned the Corporate Panel, which led to increasing B2B rides by 15%.

#### 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, 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.

#### Different Clients / Freelance Designer

April 2016 - August 2018