Tannaz Sadeghi

Product Designer

Portfolio

tannaz.me

Contact

tz.sadeghi95@gmail.com

+989307915822

in/tannazsadeghi

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 Systems, IA

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:

- As the owner of the Design System, I am responsible for extending and maintaining it, and overseeing the designs to make sure they are aligned with it.
- 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.

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 and interface.
- 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 increased 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, 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

By freelancing and self-teaching, I learned design software and processes. Things I did include:

- Designed websites, book covers, posters, and brochures for a variety of clients.