

Tannaz Sadeghi

Product Designer

Portfolio

tannazsadeghi.github.io

Contact

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Tools

Sketch, Figma, Adobe XD,
Illustrator, Photoshop,
Principle, Lottie, Zeplin,
After Effects

Skills

Prototyping,
Wireframing,
Visual Design, UI
Design,
User Research, A/B
Testing, Usability
Testing, User Flows,
Style Guide, Design
System

Education

Azad University
Central Tehran Branch
2013 - 2017

Bachelor's Degree,
Graphic Design

Work Experience

Snapp! / Product Designer

September 2019 - Present | Tehran, Iran

Snapp! is known as the Uber of Iran with about 2 million rides per day and more than 30 million users. As the owner of the passenger's experience, my role includes:

- Responsible for experience design of the passenger app for mobile and web application.
- Collaborating closely with product managers, software engineers, QAs, fellow designers, and researchers for developing new features.
- Assisting with usability testing and user interviews to understand user-needs and effectiveness of product and iterating based on the results.
- Checking on call center's user problems sheet alongside product managers to gather what users want and come up with solutions for the product roadmap.
- Documenting and maintaining the Design System for Snapp! products.

Some of the things I did to fulfill my role:

- Participated in the passenger redesign project by enhancing the experience, interface, and helping developers with animations and prototypes.
- Revamped the login flow of the passenger app which resulted in more acquisition.
- Redesigned the Corporate Panel, which caused increasing its usage.

Hami System Sharif / UI/UX Designer

July 2018 - August 2019 | Tehran, Iran

Hami System Sharif, a knowledge-based company provides professional solutions in the field of IT. Its main focus has been carrying out the largest deal of Hamrah-e-Aval's software related projects, playing a key role in the operator's activities and projects. Things I did included:

- Converted business expectations to smooth experiences and beautiful interfaces.
- Negotiated with the development team to deliver adjusted and clean softwares.
- Designed and prototyped a completely new skin for Hamrah-e-Aval's App
- Designed the flows and interfaces for the website, application, and panel of the Central Security Depository of Iran (CSDI) through analysis, iterating and working directly with PMs.

Rahnema College / Product Design Intern

June 2019 - July 2019 | Tehran, Iran

Rahnema College, the leading internship program in Iran, is focusing on training students for high skilled jobs with real projects and professional mentors. What I achieved there:

- Was chosen among more than 2000 applicants.
- Researched and identified problems through talks with PMs and user research.
- Designed and validated workflows and interfaces through iterations.
- Worked closely with PMs to ideate, design and implement product features.