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:

- Collaborating closely with product managers, software engineers, fellow designers, and researchers for developing new features.
- Tested the usability of the app flow and interface by running test sessions with potential end-users and iterated based on the results.
- Facilitated design sessions for multiple projects, mapped the user journey and planned for futur action points regarding research and design.
- Engaged in customer calls alongside product managers to understand user-needs and draft solutions on the product roadmap.
- Documenting and maintaining the Design System for Snapp! products.
- Revamped the login flow which caused more acquisition by 12%.
- Dropped cancellation rate by repositioning cancel button by 1%.
- Collaborating with QA team for testing the app, detecting UI bugs and finding a solution for fixing them.

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-Avval's software related projects, playing a key role in the operator's activities and projects. My role 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-Avval'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.