

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's mission is to develop seamless mobility for a safe and sustainable urban life. As one of the designers in the passenger's domain things I'm doing include:

- Working on the foundations of the design system as a member of the design system team.
- Increasing passenger pick-up accuracy to reduce cancellations.

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.
- 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.

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.
- Designed Change Destination feature in the 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 the 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 ar 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