Tannaz Sadeghi
Product Designer

Portfolio

tannazsadeghi.github.io

Contact

tz.sadeghi@outlook.com

+989307915822

About

I'm eager to learn new skills and to push my boundaries through experimentation and exploration based on user research and convert the insights into meaningful digital experiences to improve efficiency.

Tools

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

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:

- Being 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, A/B 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.
- 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.

Skills

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

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. 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-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 / UI/UX Design Intern
June 2019 - July 2019 | Tehran, Iran

Education

Azad University Central Tehran Branch

2013 - 2017

Bachelor's Degree, Graphic Design

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.