

# Sohrab Niroo

Product Designer



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## SUMMARY

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5+ years as a product designer known for crafting product logic that meets market needs. Track record of delivering 40+ projects. Expertise in competitor analysis, user-flows, and collaborative teamwork consistently leads to impactful results.

## EXPERIENCE

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### Product Designer – Lobox.com

Lobox, Aug 2023, Present (8 months) – Full-time

Lobox is a super app social platform designed to meet the various needs of users and businesses. With its easy-to-use modules which aims to be the top choice for social interactions and business solutions, My key responsibility:

- Crafting 3 modules (Articles, New, and Groups) from ideation to final logic and design for social usage.
- Modifying Lobox feed module to upgrade Post creation, User navigations, adding multiple features to the logic which resulted 40% to ease-to-use rates and fixed previous flow bugs.
- Recreating profile module to adapt import resume flow and fill the profile automatically which gives possibility of 30% extra motivation to fill profiles on lobox.
- Collaborating closely with the engineering team to ensure proper implementation of designs and resolve any technical challenges.
- Recreated design system to latest tech and disciplines using atomic design which reduced file sizes to 70% and added 60% efficiency in design system usage.

Tech stack: Figma, Figjam, Team management, Jira, Scrum, Prototype, Wireframe, UI design, UX design. User-flow, User research, Competitor analysis.

### Product Designer - Gameclude

GameClude, Aug 2020, Present (3 years, 8 months) – Part-time

Gameclude is a wagering platform for gamers using cutting-edge technologies to ensure a seamless product. Here are some of my notable achievements:

- Designing a logical user interface to bring simplicity into the E-sport market, resulting positive feedback from users increased 80% engagement from the initial design.
- Defined product logic from back and front side for the developers including product algorithm, match types, chat system, social engagement, accounting features, and Management of the features on Admin panel
- Developing upgraded monetization strategies that led to possibility of revenue increase by 25%.
- Collaborating closely with the engineering team to ensure proper implementation of designs and resolve any technical challenges.
- Simplifying a complex algorithm, resulting in a 50% reduction in user errors.
- Creating a desktop and mobile version of the product with both Light and Dark modes, increasing 40% accessibility and user satisfaction.

- Designing a fully functional prototype product that was instrumental presenting the product to pre users and developers.
- Charting the features and user flow for the admin panel, which facilitated 60% enhanced platform's functionality and vision.

Tech stack: Figma, Figjam, Team management, Trello, Scrum, Prototype, Wireframe, UI design, UX design. User-flow, User research, Competitor analysis.

## Product Designer - Zarin Fannavarán

Zarin Fannavarán - Sep 2021, Jul 2023 (1 year, 10 months) – Full-time

A software-based product company specializing in innovative startup ideas, As product designer, I oversaw the entire design process from user research and ideation to wireframes, UI design, Responsive design, and prototypes that were ultimately passed to the development team. Some of my key achievements:

- Successfully delivering 4 software products to the development team, from concept to fully realized prototypes that met client satisfaction, resulting in a 100% success rate.
- Developing monetization plans for new and existing products, resulting in a 30% increase in revenue streams.
- Analyzing competitors to identify gaps in the market, leading to the development of customized features that became a core part of our products and contributed to a 20% increase in sales.
- Maintaining close relationships with developers, resulting in smooth communication and successful final product development.

Tech stack: Figma, Figjam, Team management, Trello, Scrum, Prototype, Wireframe, UI design, UX design, User-flow.

## UI/UX Designer - Radin Language Institute

Dec 2019, Jan 2021 (1 year, 1 month) – Full-time

Radin Institute, one of the largest language centers in Shiraz, my primary role included to find new revenue streams for the online classes. Here are some of my key achievements and responsibilities:

- Conducting a successful user survey to gather insights and feedback from students, achieving a satisfaction rate of 68% and ensuring the new feature would meet user needs.
- Designing and implementing a platform that allowed students to watch streams of their online classes, resulting in a 50% increase in online class enrollment.
- Creating an intuitive user flow that simplified the registration process for students, reducing drop-off rates and increasing retention.
- Monetizing the new online class type by introducing payment options, resulting in a 20% increase in overall revenue for the online classes.

Tech stack: Figma, Figjam, After Effect, Wireframe, CX design, UX design, User-flow, User reseach.

LANGUAGE		Education
English	B2	Computer software – Associate Degree Azad University
Persian	Native	

## SKILLS

Figma, Figjam, Prototype, User-flow, Wireframes, CX Design, UX Design, Ui Design, Business Strategy, Team Work, Agile, Scrum, Communication, Competitor Analysis, Responsive Design, Leadership, After Effect, Photoshop, illustrator, Diagram.net