Sohrab Niroo
Product Designer

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SUMMARY

6 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

Product Designer – Lobox.com ↗
Lobox, Aug 2023, Present (1 year, 2 months) – Full-time

Lobox is a super app social platform with **B2C, B2B, and C2C** business models designed to meet the various needs of users and businesses. With its easy-to-use modules, which aim to be the top choice for social interactions and business solutions, My key responsibility:

- Crafting **4 modules** (Articles, News, Messenger, and Groups) from ideation to final logic and design for social usage.
- Modifying the Lobox feed module to upgrade post-creation, user navigations, and multiple extra features to the logic resulted in **40% ease-of-use** rates and fixed previous flow bugs.
- Recreating the profile module to adapt the import resume flow and fill the profile automatically gives **30% extra motivation** to fill profiles on Lobox.
- Crafting a recruiter portal for the business side of Lobox to make all Lobox **users** at the disposal of **recruiters**.
- **Collaborating** closely with the **engineering team** to ensure proper implementation of designs and resolve any technical challenges.
- Transitioned **design system** to the latest tech and disciplines, using **atomic design** principles, which resulted in a **70% reduction in file sizes** and a **60% increase in efficiency** in design system usage.

Product Designer – Gameclude.com ↗
Aug 2020, Oct 2024 (4 years, 1 month) – Full-time

Gameclude is a wagering **C2C, B2B** platform for E-sport gamers to help them make their gaming experience a career. Here are some of my notable achievements:

- Designed a **logical UI** to bring simplicity into the E-sport market, resulting in **positive feedback** from users and increased **80% engagement** from the initial design.
- Defined **product logic** for the back and front developers, including product algorithms, match types, chat system, social engagement, accounting features, and Management of the features.
- Upgraded monetization strategies led to the possibility of a revenue **increase of 25%.**
- **Collaborating** closely with the **developer's team** to ensure proper implementation of designs and logic.

- Simplifying a complex algorithm, resulting in a **50% reduction** in user errors.
- Created a **desktop and mobile** product version with both **Light and Dark** modes, increasing **40% accessibility** and user satisfaction.
- Designed a **functional prototype** product that was instrumental in presenting the product to **pre-users** and **developers**.
- Charted the features and user flow for the admin panel, which facilitated **80% enhanced** platform's functionality and vision.

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

A software-based product company specializing in innovative startup ideas, As a 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.

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 finding new revenue streams for the online classes. Here are some of my key achievements and responsibilities:

- Conducted a successful user survey to gather **insights** and **feedback** from students, achieving a **60% satisfaction rate** and ensuring the new feature would meet **user needs**.
- Designed and implemented a platform that allowed students to watch streams of their online classes, resulting in a **50% increase** in online class enrollment.
- Created an intuitive user flow that simplified the **registration process** for students, reducing **15% drop-off rates** and increasing retention.
- Monetized the new online class type by introducing payment options, resulting in a **20% increase** in overall **revenue** for the online classes.

SKILLS

Figma, Figjam, **Prototype**, Wireframes, CX Design, **UX Design**, Ui Design, Business Strategy, Teamwork, **User-flows**, Agile, Scrum, Communication, **Competitor Analysis**, **Responsive Design**, Leadership, After Effect, Photoshop, illustrator, Diagram.net, Jira, **Hotjar**, Microsoft Clarify, Trello