

UX Designer | Product Designer

Sana Darabi

[Portfolio](#)[Linkedin](#)[Email](#)

Data driven **Product Designer** with 8 years of experience. Designed user-centered solutions that addressed critical brand challenges, **increasing trust scores**. Specializing in **interaction design** and **user research**, I balanced business objectives with user needs to **boost conversion rates**.

Experiences

— azki.com - Product Designer

Tehran, Iran

Jan 2022 - present · 3 yrs

Azki is Iran's largest online insurance aggregator, serving over 2 million users with B2B and B2C solutions, offering digital payment services and policy comparisons.

- Conducted user research to identify root causes of drop-offs in core products, **influencing product strategy** to increase retention by 7%.
- Led cross-functional design efforts, diagnosing issues through research and data analysis, delivering solutions that boosted **conversion rates**.
- Collaborated with design, technical, and product teams to deliver designs that **enhanced usability** and **boosted engagement**.
- Optimized the Azki Seller platform by enhancing usability and simplifying the interface, **reducing task completion time by 30%** and **increasing user satisfaction**.

— DropletApp - Product Designer

Cambridge, UK (Remote)

Jan 2021 - Aug 2021 · 8 mos

Droplet is a sport event management SaaS startup, where I led the design of the admin panel for club owners to manage and organize members.

- Led end-to-end design process, from research to high-fidelity prototypes, delivering solutions that **improved CSAT scores**.
- Contributed to maintaining the Droplet Design System, implementing solutions that **accelerated design and development workflows by 35%**.

- Implemented design improvements informed by data-driven insights, **boosted user engagement** and enhancing overall user experience.

— Freelancer - UX Designer

Tehran, Iran

May 2019 - Dec 2020 · 1 yr 8 mos

- Created wireframes, interface components, and interactive prototypes to deliver intuitive and visually appealing user interfaces for diverse client needs.
- Designed end-to-end workflows and visual solutions to built high-quality responsive websites ensuring a perfect balance between user needs and business objectives.
- Designed UI kits to streamline the design process and ensure consistency across shared projects, enabling attention to detail while meeting tight deadlines.

Skills

Software

Figma
Sketch
Google Analytics
Adobe Suite

Interaction

User Research
User Testing
Prototyping
Wireframing

Development

Agile
Teamwork
HTML5
CSS3

Certificates

Bachelor Degree in Artisanal Design

Payam Noor University of Tehran

Human-Computer Interaction - HCI

Interaction Design Foundation

The Practical Guide to Usability

Interaction Design Foundation

UI Design Patterns for Successful Software

Interaction Design Foundation

Conducting Usability Testing

Interaction Design Foundation

Web Design

Sharif University Of Tehran