

Sana Darabi | Product Designer

Tehran, Iran

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Product Designer with 7+ years of experience in e-commerce, InsurTech, SaaS, and B2B platforms. I specialize in solving user and business problems through data-driven design, scalable systems, and strategic UX thinking. Known for boosting conversion and engagement, mentoring design teams, and aligning product goals with user needs.

Skills

Research & Analysis

Usability Test | A/B Test | User Interviews | Surveys

Tools & Technologies

Figma | Miro | Protopie | Sketch | Adobe Suite | HTML5 | CSS3

Methodologies

User-Centered Design | Design Thinking | Agile Methodologies

Soft Skills

Collaboration | Mentoring | Stakeholder Communication | Strategic Thinking

Work Experience

Senior Product Designer | Full-time

Tehran, Iran

AZKI.COM

JAN 2022 - JUN 2025

Iran's leading InsurTech platform with 2M+ users across B2B and B2C verticals.

- Conducted qualitative and quantitative research to pinpoint friction points, leading to a 5% increase in conversion rate.
- Aligned user needs and business goals through behavioral research, refining product strategy and improving user satisfaction.
- Rebuilt the vehicle insurance sales funnel aligned with brand and system updates, increasing flow efficiency by 10%.
- Redesigned journeys based on research insights, reducing task completion time and improving renewal retention by 7%.
- Built and tested prototypes to validate concepts early, reducing iteration cycles.
- Mentored 3 junior designers using shadowing and 1:1 coaching to accelerate skill growth and integration.
- Improved collaboration between design, product, and engineering, boosting team workflow efficiency by 30%.
- Designed user-centric digital solutions for Azki Service, a vehicle maintenance platform, streamlining inquiry and payment flows to enhance user experience and operational efficiency.

Product Designer | Full-time

Cambridge, UK

DROPLETAPP

JAN 2021 - AUG 2021

SaaS startup for sports event management, with a two-sided admin platform.

- Led the end-to-end design process, raising customer satisfaction score by 15%.
- Built and maintained a scalable design system that reduced dev handoff time by 40%.
- Simplified UI interactions and flows, increasing user engagement by 20%.

UX Designer | Freelancer

VARIOUS PROJECTS

Tehran, Iran

MAY 2019 - OCT 2020

Redesigned websites for established travel industry leaders and Marketplace platforms.

- Redesigned listing and admin experience for a B2B marketplace, enhancing brand trust and operational clarity.
- Applied A/B testing and iterative design to client websites, increasing satisfaction metrics by 15% in 3 months.
- Delivered efficient UI kits and visual redesigns, improving internal design speed by 60%.

UX Designer (Mobile Focus) | Full-time

YARAMOBILE

Tehran, Iran

APR 2018 - DEC 2018

Executing and consulting agency on various softwares and advertising projects.

- Designed and tested native iOS/Android apps that improved usability scores by 20%.
- Collaborated with dev and product teams to resolve pain points and increase app stickiness.
- Applied agile practices to shorten design iteration cycles by 20%

Certifications

Google Prompting Essentials

GOOGLE

Enterprise Design Thinking

IBM

Human-Computer Interaction - HCI

INTERACTION DESIGN FOUNDATION

Conducting Usability Testing

INTERACTION DESIGN FOUNDATION

Web Design

SHARIF UNIVERSITY OF TEHRAN

Languages

English

Professional

Education

Payam Noor university of Tehran | B.s in Artisanal Design

Tehran, Iran