

Sana Darabi | Product Designer

Dubai, UAE

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With 8+ years of experience in SaaS, e-commerce, B2B, and InsurTech, I specialize in solving user and business challenges through data-driven design, scalable systems, and strategic UX thinking. Skilled in boosting conversion, mentoring teams, and aligning product vision with user needs while building my own startup on the side.

Skills

Research & Analysis

Tools & Technologies

Methodologies

Soft Skills

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

Figma | Miro | Protopie | Sketch | HTML | CSS | JS | TypeScript

User-Centered Design | Design Thinking | Agile Methodologies

Collaboration | Mentoring | Ownership | Strategic Thinking

Work Experience

Co-founder and Product Designer | Full-time

Dubai, UAE

[DIMENSO.IO](https://dimenso.io)

JUL 2025 - PRESENT

Virtual Try-on software startup creating AR solutions for B2B e-commerce.

- Led end-to-end design and front-end development of MeasureIt and Try-on, achieving early market validation.
- Defined company vision, product strategy, and go-to-market roadmap for Dimenso's Shopify ecosystem.
- Conducted market research, establishing the foundation for customer acquisition campaigns.
- Shaped brand identity, messaging, and digital presence to align with Dimenso's growth goals.

Senior Product Designer | Full-time

Tehran, Iran

[AZKI.COM](https://azki.com)

JAN 2022 - JUN 2025

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

- Designed and launched Azki Service, a vehicle maintenance platform, achieving user-acquisition goals through optimized inquiry and payment flows.
- Increase engagement and cross-sell potential through diagnostic and reminder funnels.
- Mentored three junior designers via structured reviews and 1:1 coaching, improving team performance and skill growth.
- Improved usability and boosted conversion by ~2% through mixed-method research and funnel optimization.
- Defined design direction for Skip Inspection, simplifying purchase flow and raising NPS by ~5%.
- Increased conversion and reduced task time by identifying friction through data and redesigning funnel architecture.
- Simplified workflows and cut task time by ~10% through a full redesign of the Azki Seller Platform.

Product Designer | Full-time

DROPLETAPP

Cambridge, UK

JAN 2021 - AUG 2021

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

- Designed the admin dashboard, streamlining internal operations and improving user engagement.
- Developed scalable design system components, reducing developer handoff time by ~10%.
- Collaborated cross-functionally with product and engineering teams for seamless delivery.

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, increasing retention rate by ~2%.
- Delivered efficient UI kits and visual redesigns, improving internal design speed.

UX Designer (Mobile Focus) | Full-time

YARAMOBILE

Tehran, Iran

APR 2018 - DEC 2018

Executing and consulting agency on various softwares and advertising projects.

- Increase usability scores by leading end-to-end design flow for native iOS/Android apps.
- Collaborated with dev and product teams to resolve pain points and increase app stickiness.
- Applied agile practices to shorten design iteration cycles.

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

Fluent

Spanish

Intermediate

Dutch

Beginner

Education

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

Tehran, Iran