

Sanaz Najafi

Product Designer

Experiences

Product Designer | Freelance

Dec 2021 – Feb 2024, Berlin, Germany

- Collaborated with the development team to implement key UI changes, resulting in a 10% increase in task completion rate,
- Optimized checkout form by conducting a usability test, leading to a 25% increase in conversion rates.

Product Designer | MCI Academy

Feb 2021 – Nov 2021, Tehran, Iran

- Increased SUS score to 71.4 through multi-page redesign, information Architecture, and UX writing improvements,
- Increased sales rate by 20% through user journey redesign & visual hierarchy optimization based on usability testing & heatmap analysis.

UX Researcher | Panco

Oct 2020 – Jan 2021, Tehran, Iran

- Designing a new user journey for a messaging and video call service, resulting in significant improvements in task completion rates as validated by usability testing.

Product Designer | Behsakht

Dec 2019 – Sep 2020, Tehran, Iran

- Designed a dashboard based on user research and conducted usability tests to ensure smooth interaction.

UX/UI Designer (Internship) | Doozli Book

Sep 2019 – Nov 2019, Tehran, Iran

- Utilized Hotjar reports to identify weaknesses in the user journey, resulting in a 15% increase in the sales rate.

Education

MSc. in Human-Computer Interaction

University of Siegen, Germany

Apr 2024– Present

B.Sc. in Urban Engineering

Azad University, Iran

Sep 2014 – Sep 2018

GPA: 1.4 (Ranked 3rd out of 180 students)

Siegen, Germany

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Skills

A/B Testing, Affinity Diagram, Data Analysis, Design System, Flow Diagramming, Information Architecture, Interaction Design, Prototyping, Qualitative & Quantitative Research, Usability Testing, UX Research, UX Writing, Visual Design, Wireframing.

Tools

Adobe Photoshop, Adobe XD, Balsamiq, CSS, C++, Figma, Focusky, HTML, Jira, Marvel, MAXQDA, Maze, Miro, Prezi, SketchUp, SPSS, Zeplin.

Certificates

UX and Web Design Master Course: Strategy, Design, Development | Udemy

Dec 2022

Introduction to Computer Science and Programming | MIT OpenCourseWare

Feb 2021

Product Design | Rahnema College, Iran

Sep 2020 – Nov 2020

UX & UI Design | Amanj Academy, Iran

Nov 2019 – Dec 2019