Sahar Mirzaei
Product/UX Designer

Adaptable Product Designer with 4+ years of experience in user-centric, and data-driven designs. Proficient in Lean UX and Design Thinking, committed to creating digital solutions prioritizing user joy, inclusivity, and business objectives.

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📍 Los Angeles, CA

Experience

Lead Product Designer (contract) | Stealth AI Startup, Los Angeles, CA   09/2023-Present
- Led end-to-end product design for an iOS app MVP as the sole designer, driving initiatives from research through user testing, significantly enhancing user adoption and satisfaction pre-launch.
- Created a distinctive mood-capture feature based on user insights, distinguishing our product in a competitive market and directly contributing to user engagement.
- Ensured product inclusivity and seamless iOS integration, maintaining high accessibility standards and adherence to HIG.
- Facilitated cross-functional collaboration, bridging the gap between development, marketing, and design, to ensure product decisions were informed by a comprehensive understanding of user needs, technical feasibility, and business goals.

UX/UI & Visual Designer (freelance) | Self-employed   08/2019-Present
- Elevated an AI e-greeting card platform, boosting user satisfaction by 70% through enhanced UX.
- Designed a musician's website with a focus on visual storytelling, significantly improving their online presence.
- Created visual identities for artists and authors, aligning with their vision and enhancing audience connection.

Product Designer (full time) | Aurora Studio, Los Angeles, CA   09/2021-09/2023
- Led a project team of 4 designers to overhaul the end-to-end website redesign, leading to a modernized platform with an estimated 30% increase in sales and engagement.
- Achieved a 50% boost in click rates and social engagement by infusing user-centric insights into marketing strategy, shifting the focus from products to artistic messaging.

UX/UI Designer (contract) | Inspires, San Francisco, CA   08/2022-10/2022
- Redesigned the purchasing flow, focusing on intuitive navigation and preview features, significantly reducing user guesswork and increasing purchase confidence.

Creative Director (full time) | Aurora Studio, Los Angeles, CA   06/2020-09/2021
- Transformed brand identity, harmonizing branding and messaging, elevating market presence and consistency.
- Directed social media revamp, recruited, and directed content creators and social media specialists to align with artistic vision, increasing engagement and loyalty.

Web and Graphic Designer (full time) | Kobe Digital, Los Angeles, CA   12/2017-04/2019
- Designed website layouts, content, and marketing materials, collaborating with clients to ensure high-quality deliverables.

Education

University at Buffalo, SUNY | Buffalo, NY   06/2014-06/2016
Master of Art - Urban Planning and Design

University at IKIU | Qazvin, Iran   06/2008-01/2013
Bachelor of Art - Urban Planning and Design

Skills

User-centered design
Design Strategy
User Research
Market Research
Information Architecture
Storyboarding
Sketching & Wireframing
Rapid Prototyping
UI Design
Usability Testing
Design Systems
Inclusive design
Interaction design
Visual design

Tools

Figma
Adobe Creative Suite
Notion
Miro
Jira
Slack
Maze
Optimal Workshop
Webflow

Familiar with HTML/CSS, JavaScript

Languages

Fluent English
Native Farsi