

Amin Sohrabi

Senior Product / UX Designer

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With more than 5 years of experience, I consider myself to be a data-driven, creative, and passionate product designer who has designed engaging user-centered experiences and interfaces. In these collaborative design processes, I have implemented design thinking practice into the projects and motivated the team members to put their core potentials into action, thus made the team grow.

Professional Experience

Senior Product Designer Snapp!

Tehran, Iran
April 2021 - Present

Being trusted by over 30M Iranians for their daily ride-hailing, Snapp aimed to provide a more user-centered and data-driven user experience in its native and Progressive Web applications.

- Redesigned the passenger app's digital experience and interface by implementing insights from Google Analytics and user data (Owner of redesign project)
- Making it easier for drivers to find passengers (caused to create Live Location feature)
- Improvement of Request for Friend flow by using users' data.
- Increasing the acceptance rate of drivers (caused to Acceptance Reward feature)
- Improvement the accessibility of the app for impaired peoples.

UX Designer Divar

Tehran, Iran
May 2020 - April 2021

Leading online classified ads service in Iran. With over 35 million users and a variety of categories.

As a Chat-Team member:

- Add video/group-photo sending feature to chat with particular conditions for sellers.
- Improving Response-rate and Response-time

As a Marketplace-Team member:

- Increasing the credibility of stores (caused to store gallery feature)
- Increasing business revenue with encourage store owner to post more by new features
- Designing Sales-Assist panel
- Increasing: Quality of photos in the posts by Guide-feature, Findability of the store section on the post page, Engagement of the store owners.

Product Designer EVAND

Tehran, Iran
June 2018 - May 2020

Iran's leading event management website that allows anyone to create, share, find and attend events; with more than 600k users.

- Creating a design system named Jupiter
- Redesigning the Event Page to increase ticket sales, according to users' data and heatmap (%11 growth)
- App and website updated with new large feature, CONNECT.

- Redesigning app's flows to create better experience by users' data.

Founder

Chasboon Stickers

Tehran, Iran
Sep 2019 - May 2020

Design, Print and Preparing Stickers for laptops, mobile phones and any other things that you want to design with stickers.

Co- Founder

Tiksmart Online Magazine

Tehran, Iran
April 2017 - May 2020

Digital, Technology, Gadgets and Game News!

Lecturer

Iran University of Science and Technology

Tehran, Iran
From 2013 - To 2020

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Wordpress CMS & etc.

Layout Designer

GSM Magazines

Tehran, Iran
Oct 2015 - March 2017

Bestseller magazines in digital and automotive fields.

- Magazine Layout designer. Working with Adobe InDesign, Adobe Illustrator and Adobe Photoshop.

Education

User Experience Design

Interaction Design
Foundation

Tehran, Iran
From 2019

B. Sc. of Railway Transportation Engineering

Iran University of Science and Technology

Tehran, Iran
Oct 2011 - Sep 2016

Awards

UIC Digital Awards 2018 Winner

Paris, France
Dec 2018

- Amin Sohrabi, Saba Karimi: "SGAPP, station guidance application, benefits AR technology and turn by turn voice navigation, to help passengers, especially visually impaired people, to find their direction, at the shortest time." <https://youtu.be/9tlspAuOV20>

Nextstation Student Competition
Three Runner-up Teams

Tehran, Iran
Nov 2019

- Amin Sohrabi, Saba Karimi: "Development and Management of Railway Stations by Using Image Processing and Human Tracking"

Languages

English

Professional working proficiency

Farsi

Bilingual Proficiency

Skills

Figma Premier
Sketch MySQL
Adobe XD Illustrator

Photoshop Lottie
After Effects Blender
InDesign Balsamiq

User Experience Design
User Interface Design
Interaction Design

User Research Data-Driven Design
Design Thinking Prototyping
Visual Design