



Sohrab Niroo

Product Designer

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SUMMARY

6+ years in products across **B2B**, **B2C**, and **C2C** business models resulted in delivering **40+ projects** and acquiring skills in **user-centered** designs, **user flows**, and **design systems** management. This happened by collaborating with **cross-functional** teams leading to results like a **30% increase** in engagement.

EXPERIENCE

Product Designer – [Lobox.com](#)

Lobox, Aug 2023, Present (1 year, 5 months) – Full-time

Lobox is a social media ecosystem with **B2B**, **B2C**, and **C2C** business models designed for user and business needs. As a product designer, my key achievements across multiple modules include:

- Delivered **6 modules** (Recruiter, Messenger, Articles, News, Groups, and Discover) from ideation to the final designs for both social and business usage.
- Redesigned **feed** module to improve **post creation**, **user navigation**, **quick access**, and additional features with a **40% increase** in ease of use results while resolving previous issues such as highlights linkage to profile.
- Recreated the **profile** module and adopted the flow with a **resume parser** feature that allowed users to complete their profiles with resumes. This increased profile completion **motivation** by **30%**.
- Designed **automation** workflows in the recruiter portal based on research and user feedback to **optimize** the **hiring process** and **enhance** the **recruiter experience**.
- Collaborated with the engineering team to ensure smooth **implementation** of designs and created **KPIs** such as **Storybook** sync to **measure progress** effectively.
- Transitioned the **design system** to the latest technology updates and disciplines, utilizing **atomic design** principles to achieve a **70% reduction** in file sizes and a **60% improvement** in efficiency.

Product Designer – [Gameclude.com](#)

Gameclude, Aug 2020, Oct 2024 (4 years, 1 month) – Full-time

Gameclude is a wagering **C2C**, **B2B** platform for E-sport gamers to help them make their gaming experience a career. my key achievements:

- Designed a **user-friendly** UI to target simplicity for the E-sport market that resulted in **positive feedback** from users and increased **80% engagement** from the initial design.
- Defined **product logic**, including **play algorithms**, **match types**, chat system, social engagement, accounting features, and management of the features all the way to launch phase.
- Upgraded monetization strategies led to the possibility of a revenue **increase of 25%**.

- **Collaborating** closely with the **developer's team** to ensure proper implementation of designs and logic.
- Simplifying a complex algorithm, resulting in a **50% reduction** in user errors.
- Created a **desktop and mobile** product version with both **Light and Dark** modes, increasing **40% accessibility** and user satisfaction.
- Designed a **functional prototype** product that was instrumental in presenting the product to **pre-users** and **developers**.
- Charted the features and user flow for the admin panel, which facilitated **80% enhanced** platform's functionality and vision.

Product Designer - Zarin Fannavarar

Sep 2021, Jul 2023 (1 year, 10 months) – Full-time

A software-based product company specializing in innovative startup ideas, As a product designer, I oversaw the entire design process from user research and ideation to wireframes, UI design, Responsive design, and prototypes that were ultimately passed to the development team. Some of my key achievements:

- Successfully delivering **4 software products** to the development team, from concept to fully realized prototypes that met client satisfaction, resulting in a 100% success rate.
- Developing **monetization plans** for new and existing products, resulting in a 30% increase in revenue streams.
- Analyzing competitors to identify gaps in the market, leading to the development of customized features that became a core part of our products and contributed to a **20% increase in sales**.
- Maintaining close relationships with **developers**, resulting in smooth **communication** and successful final product development.

UI/UX Designer - Radin Language Institute

Dec 2019, Jan 2021 (1 year, 1 month) – Full-time

Radin Institute, one of the largest language centers in Shiraz, my primary role included finding new revenue streams for the online classes. Here are some of my key achievements and responsibilities:

- Conducted a successful user survey to gather **insights** and **feedback** from students, achieving a **60% satisfaction rate** and ensuring the new feature would meet **user needs**.
- Designed and implemented a platform that allowed students to watch streams of their online classes, resulting in a **50% increase** in online class enrollment.
- Created an intuitive user flow that simplified the **registration process** for students, reducing **15% drop-off rates** and increasing retention.
- Monetized the new online class type by introducing payment options, resulting in a **20% increase** in overall **revenue** for the online classes.

SKILLS

Figma, Figjam, **Prototype**, Wireframes, CX Design, **UX Design**, Ui Design, Business Strategy, Teamwork, **User-flows**, Agile, Scrum, Communication, **Competitor Analysis**, **Responsive Design**, Leadership, After Effect, Photoshop, illustrator, Diagram.net, Jira, **Hotjar**, Microsoft Clarify, Trello