Samaneh Mirshafi

Product/UX Designer

Based in The Netherlands

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With over 5 years of immersive experience in UX design, coupled with a background in web and mobile app development, I am passionate about crafting digital experiences that resonate with users. What I love most about what I do is being able to craft solutions that truly speak to users, making their interaction with technology smooth and enjoyable. Whether it's diving into user research, tinkering with interaction designs, or evaluating usability, it's all about creating products that just click with people.

I've also got a background in web and mobile app development. It's like having an extra superpower that allows me to work closely with engineers and bring those designs to life seamlessly. So, I'm all about blending creativity with technical know-how to make sure we're delivering the best possible experiences out there.

EXPERIENCES

Sabbatical
2022 - Present

I took some time off to focus on myself. I traveled around, learned about Dutch culture, and also spent time learning new things through online courses.
This break served as both a knowledge base sabbatical and professional development opportunity.
Now, I feel refreshed and ready to jump back into work with new energy and enthusiasm.

debtify GmbH
Feb. 2021 - Feb. 2022
Germany - Remote
StartUp

Product UI/UX Designer

- Conducted stakeholder interviews to understand business and customer requirements.
- Presented design ideas and collaborated with stakeholders and product managers on prioritization.
- Improved user experience and increased customer engagement by closely working with marketing.
- Created a dynamic design system and component library, resulting in enhanced product consistency and accelerated development timelines.

Pasargad Electronic Payment
Mar. 2018 - Feb. 2021
Tehran - Hybrid
Corporate

UX Designer/UX Researcher (Mar. 2019 - Feb. 2021)

- Increased user retention by 32% through redesigning current features' workflow based on usability research results.
- Achieved a 48% reduction in form abandonment rate, resulting in rank upgrade in app stores for the mobile wallet application.
- Delivered interaction designs, IA documentation, prototypes, site maps, user scenarios, wireframes, flows, and UI Kit.
- Redesigned information architecture and navigation system for Android and iOS ecosystems, enhancing findability and reducing reported errors.

UI/UX Designer (Mar. 2018 - Mar. 2019)

- Created a design system and graphic library, optimizing the design and technical process using tools like Figma, Sketch, and Zeplin.
- Developed interaction designs through user flows and wireframes.

Snapp Holding, Mozando/Bamilo
Nov. 2014 - Mar. 2018
Tehran - On-site
StartUp/ScaleUp

UX Designer (Dec. 2016 - Mar. 2018)

- Managed a team of five visual designers, and reported to the CEO.
- Conducted evaluation and analysis of quantitative data.
- Optimized conversion rate through website navigation analysis using Crazy egg.
- Conducted user research and A/B testing on call-to-action and color schemes.
- Reduced the page-abandonment rate resulting from improvements of complicated and ambiguous checkout flow based on user's behavior data.
- Enhanced customer satisfaction by implementing Net Promoter Score (NPS) surveys and conducting thorough feedback analysis.
- Redesigned IA using card sorting method, leading to a 63% increase in the success rate.
- Coordinated business and marketing requests to launch many time-limited campaign pages, social media, and ads.

Front-end Developer - UI/UX (Nov. 2014 - Nov. 2016)

- Increased customer retention by 27%, focusing on optimization page speed.
- Increased web page performance through SEO-friendly development of various pages.
- Improved team performance through training and regular feedback sessions.

EDUCATION & CERTIFICATIONS

IT at Aptech Computer Education, Tehran Branch (2004 - 2007)
Visual Arts, Visualization at University of Tehran (College of Fine Art) (2003 - 2004)

Interaction Design Foundation: (2019 - 2020)
Design Patterns for Successful Software
Mobile User Experience (UX) Design
Conducting Usability Testing

SKILLS

Design Expertise: Product Design | Design systems | UI Design Pattern | Mobile app design | Responsive design | UI Design | Visual QA | Wireframing | Prototyping

User Experience: UX Research | Information Architecture | Feedback Analysis | Usability Testing

Project Management & Collaboration: Cross-functional collaborator | Self-starter | Adaptable | Detail-oriented | Decisive problem-solver | Ability to perform under tight deadlines/fast-paced environment

Dev & Analytics: Javascript | jQuery | HTML5 | CSS3 | Google Analytics | Firebase | Crazy egg

Agile & Tools: Design Sprint | Agile/Scrum | Jira | Git | Abstract

Design Tools: Figma | Sketch App | Principle | Zeplin | Miro | Adobe XD | Maze | Framer | Balsamiq

LANGUAGES

English (Working Proficiency)
Persian (Native)