



# SANAZ AMINIAN

PRODUCT DESIGNER

[www.sanaz-aminian.ir](http://www.sanaz-aminian.ir)

P.O.B : Tehran,Iran

D.O.B : 24/07/1994

Highly responsible UI/UX/Product designer with 4 years of experience, possessing strong technical, problem-solving, and self-motivation skills developed through study and experience. Proven ability to handle multiple tasks, work under pressure, and stay committed. Efficient and proactive in staying abreast of industry trends.

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**SOFTWARE SKILLS** Figma | Adobe XD | Zeplin | Balsamiq | Photoshop | Illustrator

**UX SKILLS** User Research | Wireframing | Prototyping | User flows | Usability Testing | Design System | Visual and UI Design Skills

**DESIGN COMPONENT** Websites | Mobile Application | PWA | Admin Panels | Banners

## EXPERIENCE

### Product Designer

Tehran,Iran

Ayria / May 2023 - Current

#### Products :

##### 1 Zoot24.com (Q-Commerce platform)

- **Sales APP:** This is an application that customer use for order, inform about offers, promotions and new product and more
- **Picker application:** which is used from PDA or mobile phone to picking the orders
- **Store application:** used to managing and monitoring orders, managing staff and control operation.

##### 2 Delivery.zoot24.com (SaaS Delivery Platform)

- **Admin Panel:** Define all base data and its flow like zoon management, fleets, pricing, parcel management, drivers
- **Dispatcher Panel:** Control and monitoring logistics, online communication panel, dispatching missions
- **Biker App:** This app helps drivers accept missions, plan routes, deliver parcels, and streamline operations
- **Customer App:** This app connects users with drivers to send packages to multiple destinations from a single origin

##### 3 Zistyle Website (Fashion Website)

##### 4 POS System

#### Tasks / Achievements:

- I Created wireframes, prototypes, and visual designs for web and mobile applications
- Research, design, and prototype user experiences for mobile applications, websites, Dashboards, and internal tooling in close partnership with a variety of teammates across the Bulls organization
- I Collaborated with cross-functional teams to refine product features and improve user experience
- Design engaging and user-friendly interfaces for business web pages and products, ensuring all interactions are intuitive and accessible to all users

### UI/UX Designer

Tehran,Iran

Iran Fava Gostaresh / Jan 2023 - May 2023

#### Product :

##### IKCO Website

- IKCO is the biggest automaker in the Middle East Region and owns a large share of Iran's auto market. By using the Iran Khodro website, you can receive all the services before and after buying a car, online

#### Tasks / Achievements:

- analyzed customer responses and website data to identify the most visited web pages and understand why some performed better than others
- Design high-quality UI according to modern design principles for commercial websites
- cooperated with business analysts, web designers, and software developers to ensure that prototypes were fully understood and could be implemented effectively
- Collaborated closely with cross-functional teams, including product managers and developers, to ensure design feasibility and consistency
- Conducted usability testing sessions to gather feedback and iterate on designs for optimal user experience

### UI/UX Designer

Tehran,Iran

Alinland (Mihan industrial Group) / Feb 2022 - Jan 2023

#### Products :

##### Alinland.com (E-Commerce platform)

- **Sales APP:** This is full feature app and site like amazon.com

#### Tasks / Achievements:

- Created user-centered designs for web and mobile applications, including wireframes, prototypes, and interactive mockups
- Conducted user research and usability testing to gather insights and feedback, improving the overall user experience
- jointly worked with cross-functional teams, including product managers, developers, and stakeholders, to define project requirements and deliverables
- Executed usability testing and gathered feedback to iterate and enhance designs
- Optimized user interfaces for accessibility, performance, and usability, resulting in positive user feedback and increased user engagement

### UI/UX Designer

Tehran,Iran

Portaleto / Jan 2019 - Jan 2023

#### Projects :

 <b>Samantel</b> <a href="http://www.samantel.ir">www.samantel.ir</a>	 <b>Avangareh startup</b> <a href="http://www.avanegare.com">www.avanegare.com</a>	 <b>TSPNCO website design</b> <a href="http://www.tspnco.com">www.tspnco.com</a>	 <b>Everest</b> <a href="http://www.everestforex.org">www.everestforex.org</a>
 <b>Hamoj Design</b> <a href="http://www.hamojdesign.ir">www.hamojdesign.ir</a>	 <b>Personal website</b> <a href="http://www.dariushbagheri.com">www.dariushbagheri.com</a>	 <b>Radex land</b> <a href="http://www.radexland.com">www.radexland.com</a>	 <b>Personal website</b> <a href="http://www.fatemeh-ansari.com">www.fatemeh-ansari.com</a>
 <b>Portaleto</b> <a href="http://www.portaleto.ir">www.portaleto.ir</a>	 <b>Saye Design</b> <a href="http://www.saye-designer.ir">www.saye-designer.ir</a>	 <b>Pad Co</b> <a href="http://www.padcoltd.org">www.padcoltd.org</a>	 <b>Mahshid Mezon</b> <a href="http://www.mahshidmezon.ir">www.mahshidmezon.ir</a>