Sara Najafi

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PROFESSIONAL EXPERIENCE

Iranmall Shopping Center   **Tehran, Iran**
Senior UI/UX Designer   **January 2023 – Present**

- **Pioneered** the design of Mallato, a food delivery platform, resulting in **a 25% increase in user satisfaction** and a **30% boost in user engagement** through a seamless user interface and interaction flow.
- **Optimized** the platform's performance by collaborating with developers to translate design concepts into functional digital experiences, reducing user drop-off rates by **20%**.
- **Elevated coding standards** by integrating UI/UX principles and accessibility guidelines, ensuring a high-quality user experience.
- **Generated over 30 detailed design specifications** for the Mallato application, leading to a **30%** increase in development efficiency and contributing to a **60%** project success rate for the platform's launch.

Nilgam Group   **Tehran, Iran**
Senior UI/UX Designer   **April 2022 - December 2022**

- **Drove a 35% increase in user completion rates** by reengineering the Visato website to simplify the visa acquisition process, enhancing the overall user experience.
- **Amplified website performance by 40%** by partnering with developers to optimize load times, leading to faster, smoother user interactions.
- **Propelled a 15% rise in user satisfaction** by crafting engaging, user-centered design solutions that met the needs of diverse users.

Websima Creative Agency   **Tehran, Iran**
Mid-level UI Designer   **April 2021 - March 2022**

- **Achieved a 45% uplift in mobile user engagement** by designing over 15 responsive websites with user-friendly, mobile-optimized interfaces.
- **Accelerated project turnaround by 10%** through effective collaboration with cross-functional teams, leveraging strong communication and project leadership abilities.
- **Identified key improvement areas** within existing designs through customer feedback analysis, leading to enhanced user experiences.

Notioncrew Media Agency   **Tehran, Iran**
Senior Graphic Designer   **August 2018 - March 2021**

- **Conceptualized and developed** graphic designs across various mediums, driving client satisfaction with compelling logos, catalogs, packaging, and posters.
- **Refined user interfaces** to enhance overall user experience, aligning design strategies with client branding goals.
- **Fostered long-term client relationships** by engaging collaboratively in the design process, ensuring solutions exceeded client expectations.

Freelance Graphic Designer   **September 2016 - March 2018**

- **Delivered tailored design solutions** for a diverse client base, creating logos, branding materials, and advertising content that established strong corporate identities.
- **Customized design strategies** to meet specific client objectives, resulting in high levels of client satisfaction and repeat business.

EDUCATION

UNIVERSITY OF SCIENCE AND CULTURE	**Tehran, Iran**
Master of Graphic Design	**January 2021 - Present**
SOORE ART UNIVERSITY	**Tehran, Iran**
Bachelor of Graphic Design	**January 2017 – January 2021**

SKILLS

UI Design Tools:
- Figma
- Sketch
- Illustrator
- Photoshop
- Adobe XD

Core Competencies:
- Usability and Accessibility
- Wireframing
- Prototype Design
- Mobile App Design
- User-Centered Design
- Design Thinking

ACHIEVEMENT

- **Mallato Application Success:** Led the design and development of the 'Mallato' application, resulting in a 30% increase in user retention and a 35% boost in user satisfaction.
- **Responsive Web Design Impact:** Created over 15 responsive websites, leading to a 30% increase in mobile user participation and a 15% reduction in project turnaround time.
- **Efficiency in Design Team Leadership:** Directed a team of designers, improving project delivery efficiency by 30% through strategic mentorship and streamlined processes.
- **Cross-Functional Collaboration:** Enhanced website efficiency by collaborating with developers, reducing user drop-off rates by 25%.
- **Enhanced Project Delivery:** Streamlined design processes, reducing project delivery time by 20% through effective communication and coordination with management teams.

PASSION

- **Digital Interface Design:** Committed about crafting interfaces that harmonize aesthetics with seamless user experiences, staying ahead of the latest design trends.
- **Technology & Innovation:** Motivated about leveraging emerging technologies to enhance design and user interactions, continuously exploring new opportunities for innovation.

CERTIFICATION

- **Product Masterclass: How to Build Digital Product** (March 2021), Passed Product School