

Sara Sohrabi

Product Designer

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SUMMARY

Product designer with experience shaping complex, workflow-heavy products end to end — research, interaction design, and user flows through to polished, high-fidelity UI and the design systems that keep a product coherent as it scales. Works closely with engineering, product, and business stakeholders to turn ambiguous problems into shipped, tested interfaces, using usability testing and research to guide decisions along the way.

EXPERIENCE

Product Designer | Nika Agency

Jan 2026 – Present

- Translate client briefs spanning multiple industries into websites, landing pages, and digital product experiences, balancing each brand's identity against usability and technical constraints.
- Run several projects at once at different stages of the process, working directly with creative, strategy, and development teams to keep designs usable and realistic to build.
- Build reusable components and maintain design consistency across engagements while preserving a distinct visual identity for each client.

Product Designer | InovativAi

Mar 2025 – Jan 2026

- Led design of an in-flight entertainment seat-back experience for a passenger base spanning long-haul comfort to quick, in-and-out use on short flights, partnering with the aviation and content strategy teams to design for both.
- Cut new-user onboarding from 5 steps to 3 by restructuring the flow around the tasks travelers complete first.
- Designed 200+ screens and built a 100+ component system spanning light and dark mode across mobile and web, keeping the interaction language consistent across a wide range of content and screen states.
- Moved the product from passive viewing toward personalized content discovery by designing an AI-driven recommendation experience that adapts to where a passenger is in their trip.

Product Designer | evoloi.ai

Nov 2023 – Mar 2025

- Built and maintained a design system of 20+ components across 50+ screens, keeping a scaling platform visually and behaviorally consistent and giving engineering a more predictable set of patterns to build from.
- Embedded usability testing into the product development cycle, closing the gap between prototype feedback and what actually shipped.
- Helped shape the platform's brand identity and visual language as the company repositioned its product direction, and made the case internally for how specific design decisions were affecting product outcomes, not just polish.

Product Designer | Savvii Group Inc.

Jul 2022 – Aug 2023

- Owned design for a customer banking app end to end, from concept to launch, focused on payments and invoicing across complex financial workflows.
- Reduced the credit card application flow from 14 to 9 screens by restructuring steps and removing friction points surfaced in focus groups.
- Partnered with engineering and compliance to design core commerce features, including in-app payments, balancing usability against fintech's regulatory constraints.
- Ran usability testing to validate design decisions, reaching a user satisfaction rate above 80%.

UX Researcher | Utradea

Mar 2022 – Jul 2022

- Analyzed usability feedback and session recordings from 30+ users in LogRocket to pinpoint priority gaps across three core features.
- Used those findings, plus direct user feedback, to guide wireframe and prototype revisions aimed at improving engagement.

Project Manager | Interior Nation

Jan 2021 – Mar 2022

- Led cross-functional planning and delivery across design, production, and client teams, coordinating timelines and stakeholder communication.

UX/UI Designer | Tutify

Dec 2019 – Jan 2021

- Partnered daily with product managers and engineers to translate business goals into interfaces that made sense for users, working within an Agile process.
- Designed user flows and wireframes for critical paths, aiming to reduce drop-off and align UI with what customers actually needed.

EDUCATION

OCAD University | Bachelor's Degree, Industrial and Product Design

2017 – 2022

Certification: Ethical Conduct for Research Involving Humans (TCPS 2: CORE)

SKILLS

Design: Product Design, Mobile Design, Interaction Design, UX Research, Design Systems, User Flows, Prototyping, High-Fidelity UI, Usability Testing, Information Architecture, Responsive Design, Accessibility

Tools: Figma, Illustrator, Photoshop, Claude, Claude Code, ChatGPT, Cursor

Process: Developer Handoff, Agile Collaboration, Stakeholder Communication