Sahar Samavati

Product Designer

Portfolio
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Bio

Product Designer with 3+ years of experience improving conversion, usability, and product engagement across B2B and B2C platforms.
Specialized in redesigning complex flows, building scalable design systems, and aligning UX decisions with business metrics.

Experience

Ganje - Product Designer

Feb 2025 – PRESENT (+9 months)

- Built and maintained a unified Design System that reduced design-to-dev handoff time and improved visual consistency across products.
- Cut customer support calls by 50% through automating Ganjdar's signup verification process.
- Mentored a junior designer and established a structured design workflow, forming the company's first in-house design team.
- Reduced SMS costs by 32% by shortening and optimizing notification texts.
- Decreased advertisement expenses by 15M Tomans by designing in-app promotional offers.
- Designed a supplier panel that enabled marketplace sellers to access Ganje's first-mile delivery services, boosting the company's market share.

Maktabkhooneh - Product Designer

Feb 2022 – Jan 2025 (2 years 11 months)

- Increased CTR by 70% within a year by redesigning Product Cards.
- Reduced account-related support tickets by 30% by revamping the student dashboard and improving UX.
- Boosted conversion rate by 4.6% within a month by redesigning the shopping cart page.
- Simplified the multiple-items purchase journey by designing a new shopping cart.
- Promoted marketing campaigns through 14+ high-impact landing pages.
- Enabled efficient employee learning management by building a management panel for Maktab Business.
- Allowed instructors to create, publish, and track courses' performance and sales by designing an instructors' panel.

Skills

Hard Skills

- User Research | Market Research
- Wire-framing | Hi-fi & Lo-fi Prototyping
- Personas | - Design System Building
- Journey Mapping | - Storyboarding
- Testing & Optimization
- Usability Testing | A/B Testing
- Lean UX | Growth-Driven Design
- Data Analysis

Soft Skills

- Empathy & User-Centric Thinking | Problem Solving
- Adaptability & Resilience
- Storytelling
- Communication & Collaboration | Creativity
- Conflict Resolution | Fast Learning
- Time Management

Tools

Figma, Sketch, Adobe XD, Webflow, Google Analytics, Microsoft Clarity, Hotjar, Canva, Notion

Education

Shahid Beheshti University

2014 – 2018

Bachelor of English Language and Literature

Tehran University

2020 - 2022

Master of English Language and Literature

Courses

Foundations of User Experience (UX) Design

Google

Create a no-code responsive website with Webflow

Coursera