Paria Adibzadeh

Digital Product & UX/UI Designer

Product Designer with 7+ years of experience designing products at scale.I design end-to-end flows that move business metrics across monetization, safety, and support automation: from an in-ride subscription purchase flow driving 13K daily purchases to a safety feature adopted by 1M+ users. Background spans mobility, smart logistics (IoT/SaaS), marketplaces, and fintech, with a research- and data-driven approach and close collaboration with PMs, engineers, and large design teams.

EXPERIENCE

Snapp — *Product Designer*

Oct 2023 - Oct 2026 | 3 yrs

The largest ride-hailing superapp in the Middle East, with 50M+ users. Part of a 33-member design vertical with designers, UX writers, UX researchers, and the design system team.

- Designed an in-ride purchase flow for Snapp Pro, driving **~30K daily add-to-carts** and **~13K daily completed purchases.**
- Designed the emergency-contact flow with automatic ride-details sharing to trusted contacts; **1M+ users** added an emergency contact within the first year.
- Redesigned the support experience around an AI-powered auto-response system, designed to automatically r**esolve up to 50% of support tickets.**
- Added a lost-item flow to the Ride Details page, **reducing support tickets by 0.7%.**
- Defined a feature-visibility framework for the superapp homepage, **benchmarking 9 global superapps** and ride-hailing apps (WeChat, Alipay, Grab, Gojek, Uber, Lyft and others) to improve discovery and adoption of non-core features.

Ganje — *Product & Service Designer*

Oct 2021 - Oct 2023 | 2 yrs

A pioneering startup developing IoT and SaaS solutions for smart logistics.

- **Increased revenue by 15% with a 1.2x fulfillment rate boost in 2 months,** using new features, benchmarking, field observations, and analyzing 300+ Hotjar videos.
- Improved user journey in 3 months through usability tests and prototyping, **cutting average drop-off time from 2 minutes to 50 seconds per shipment.**
- **Reduced Call Per Order (CPO) from 27% to 17%** by partnering with Customer Support (CS), investigating CRM calls, and creating detailed journey mapping, improving the customer experience.
- Created an **MVP from scratch** in 3 sprints for parcel pickup/drop-off by identifying needs, defining problems, ideating, prototyping, and implementing with testing.
- **Interview with more than 30 people** and recruit and manage 3 new employees in order to expand the design team.

Divar — *UX Designer*

Apr 2021 - Sep 2021 | 6 mos

Divar is the largest sell/buy marketplace in Iran with over 35 million users.

- Enhanced app product findability through a new map feature and improved onboarding, **increasing the feature's selection rate from 13% to 17%.**
- Revamped experience of using filters by defining monitoring metrics which **increased the rate of selected products by 5%**.

Bahar — *UX/UI Designer*

Jul 2019 - Apr 2021 | 1 yr 10 mos

Bahar leads in Fintech, offering digital wallet solutions with a focus on B2B and SaaS.

- **Doubled successful login rates from 35% to 70% in 2 months** for a mega application with 6+ million users by optimizing the registration journey with Google Analytics and Heat Maps.
- Designed features such as paying bills and a credit wallet to buy from vendors for a B2B app, causing **the average user transaction increasing from 17% to 28%.**

Portfolio: designbyparia.com
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Location: Germany

SKILLS

User Research
Ideation and Sketching
Usability testing
Interviews | Focus Groups
Wireframing
Prototyping
UI & Interaction Design
3D & 2D Illustration
Design Systems
Data Analysis
Create and Using AI agents
Ownership
Presentation & Storytelling
Stakeholders Management
Collaboration and teamwork

TOOLS

Figma | Sketch | XD

FigJam | Miro | Visio

GPT | Claude | Gemini

Hotjar | Google Analytics

Adobe Illustrator | Adobe Photoshop

Jira | Trello | ClickUp

Zeplin | Slite | Notion | Confluence

EDUCATION

Bachelor | Graphic Design **|** Art University of Tehran

Bachelor | Electronic Engineering **|** Shariaty University

PUBLICATIONS

Design Thinking-Based Internship; An Efficient Alternative for Hiring Product Designers, Journal of Design Thinking 2021.

The Effect Of Interface on User Trust; User Behaviour In E-Commerce Products, International Design Conference – DESIGN 2020 .

LANGUAGES

English | Fluent
German | Intermediate