

Paria Adibzade

Product Designer

Experienced product designer with 4+ years of diverse industry experience, ranging from startups to large corporations. With a strong background in visual design, I excel at creating engaging and aesthetically pleasing user interfaces. Skilled in research methods and problem-solving, I am passionate about crafting user centered and accessible products.

Portfolio: designbyparia.com
Dribbble: dribbble.com/paria22
Linkedin: www.linkedin.com/in/paria-adibzade-768217205
Email: Paria.adib22@gmail.com
Phone number: +989372495028

EXPERIENCE

Snapp (Ride Hailing Platform) — Product Designer

Oct 2023 - Present | 4 mos

- **Increased the satisfaction rate about 7%** by designing the dark mode map for driving mode.
- **Boosted company revenue by 1.1%** through better ride features, Improved trip acceptance with a multi-stage strategy for higher trip acceptance rates, enhancing user experience and revenue growth.
- Contributed to a 33-member Design vertical, collaborating with product designers, UX Writers, UX Researchers, and the design system team.

Ganje (Smart Locker) — Product Designer

Oct 2021 - Oct 2023 | 2yrs

- **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.

Divar (Second Hand Marketplace) — UX Designer

Apr 2021 - Sep 2021 | 6 mos

- Enhanced app product findability through a new map feature and improved onboarding, **increasing the feature's selection rate from 13% to 17%**.
- Improved experience of using filters by defining monitoring metrics which **increased the rate of selected products by 5%**.
- Collaborated in a 30 member UX Guild including UX designers, UX Writers and UX Researchers on an app with 40 million users on android, IOS and web platforms.

Bahar (E-Commerce Services) — UX/UI Designer

Jul 2019 - Apr 2021 | 1 yr 10 mos

- **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%**.
- Designed and maintained a financial panel for a B2B2C company in collaboration with a designer and a researcher in 1 month.

SKILLS

Creative Design
Design Thinking
Usability testing
Interviews
Wireframing
Prototyping
Visual Design
Design Systems
Data Analysis
Detail-oriented
Strong decision making
Collaboration and teamwork

TOOLS

Figma | Sketch | XD
Fig Jam | Miro | Visio
Protopie | Optimal Workshop
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

Persian | Native
English | Working professional
German | Beginner