

# Saaber Nouri

## Product Designer

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I am a freelancer who loves to improve businesses with design. I worked last 4 years as a freelance UI/UX Designer with more than 50 clients and companies. I believe that: Good Design is Good Business. Translating user & business needs to design solutions is my favorite task. I keep an eye on both sides of business and users in my projects to deliver a combination of a good experience and a beautiful appearance.

## EXPERIENCE

### AbzarReza, Tehran, Remote

**Freelance Product Designer** | January 2023 - May 2023

- Reviewed user experience using Hotjar and Google Analytics to identify user frustrations & enhance website navigation
- Implemented strategies to significantly reduce a high cart abandonment rate of 80%, enhancing user confidence
- Innovated a method to display both single and bulk order prices, revolutionizing the B2B and B2C user experience.
- Redesigned critical CTAs, optimized product page layout, and improved search functionality.
- Developed a unified style guide, logo, and design system based on ATOMs.
- Delivered a responsive website and dashboard.

### PendyPay, Tehran, Remote

**Freelance Product Designer** | September 2022 - March 2023

- Identified and addressed key issues, including complex navigation, accessibility problems, and poor responsive design.
- Restructured the product by segmenting services into 12 distinct products tailored to specific user personas and use cases.
- Conducted user interviews and analyzed 35+ banking applications to enhance PendyPay with top features.
- Extracted best practices by reading more than 1000 reviews from App Store to ensure a competitive and user-centric product.

### AutoShenas, Tehran, Remote

**Freelance Product Designer** | November 2021 - October 2022

- Streamlined main services and eliminated unnecessary items, resulting in a 32% increase in user engagement
- Enhanced website speed by 45% through the removal of unnecessary elements.
- Generated design ideas to improve SEO and enhance accessibility for the marketing team and users.
- Created a comprehensive Atomic design system, encompassing style guides, visual identity, and components.
- Designed a responsive main website, dashboard, and progressive web application (PWA).

### Express Maintenance, Los Angeles, Remote

**Freelance UI/UX Designer** | October 2021 - May 2022

Constructed a modern UI/UX for Express Maintenance, a mobile enterprise application.

- Crafted a modern UI/UX for Express Maintenance, resulting in an 82% increase in task completion rate.
- Transformed an outdated Windows XP interface into an intuitive and sleek design, enhancing efficiency and user-friendliness.
- Maximized performance by 300% through the elimination of unnecessary processes.

## UniqMaster, Berlin, Remote

**UI/UX Designer** | October 2020 - October 2021

- Designed a comprehensive E-learning and LMS platform for acquiring essential skills in business and startup setup.
- Undertook extensive research and developed dashboards, a main website, and a mobile application.
- Integrated various features, such as a virtual whiteboard, scheduling system, and homework & quiz system, to simulate a real classroom environment during the pandemic.

## Rangarang Software Group, Isfahan, Remote

**UI/UX Designer** | January 2019 - September 2020

- Shaped UI/UX for Rangarang Printing Order Management App, reducing communication costs by 95%
- Accelerated order processing time by 2.5x through the elimination of bureaucracy.
- Implemented an online order-checking system, reducing printing mistakes by 60%-70% and achieving zero errors.
- Collaborated on more than 10 user interfaces for printing companies while working with Rangarang Software Group.

## Anif, Zahedan

**UI/UX Intern** | April 2018 - January 2019

- I prototyped a mobile app for Anif, a startup launched at the University of Sistan & Baluchestan, started as a campus food delivery service and grew into a citywide online marketplace for supermarket supplies and food
- The first online marketplace at Sistan & Balouchestan State
- Registration of more than 100 orders in the first month

## SKILLS

UI / UX / Figma / Webflow / Adobe Creative Suite / SaaS / HTML / CSS / Journey Map / User Persona / Prototyping / User Research / Wireframing / Visual Design / Adobe XD

## CERTIFICATION

**Human-Computer Interaction: The Foundations of UX Design** [Link](#)

**IBM- Enterprise Design Thinking Practitioner** [Link](#)

**The Interaction Design Foundation - Design for the 21st Century with Don Norman** [Link](#)

## EDUCATION

### Sistan & Balouchestan University - Iran

Bachelor's degree in Engineering

2016 - 2020

## LANGUAGES

English - Professional working proficiency

Persian – Native

Turkish - Full professional proficiency