



Believe or not I'm a pretty smiley person

Design skills

User Research, Information Architecture, Competitive Analysis, User Personas, Prototyping, Design System, Responsive Design, Usability Testing, Wireframing, and Interaction.

Soft skills

Design Thinking, Communication, Collaboration, Flexibility, Empathy, Teamwork, and Curiosity.

Tools

Figma, Sketch, InVision, XD, Principle, PortoPie, Adobe Creative Suite, Balsamiq, Rive App, MixPanel, UserTesting, Analytics, Hotjar, Dovetail.

Experienced industries

AI, Real Estate, Fintech, Sport, etc.

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Danial Sabunchi

I bridge the gap between technology and people.

I'm an Iranian-based Product Designer living in Tehran. I enjoy turning complex experiences into meaningful solutions. I have 8+ years of product experience and my design experience consists of designing innovative and user-centred experiences. I have a strong background in design thinking, user research, and prototyping, and approach each project with a human-centric mindset to ensure that every product I design meets business objectives while also delighting and empowering users.

Experience

— As **Product Designer**



SD Studio

Nov. 2021 - Present

- Mentored the design team and later supervised the team as it expanded
- Collaborated with cross-functional teams to create 5 complex dashboards for users and back-office
- Conducted user need research, usability evaluation, prototyping, interaction design, and visual design
- Worked closely with PMs, APMs, HR, and stakeholders to modify the hiring process and product design



Rechat

Jan 2021 - Nov 2021

- Worked on a newly designed dashboard and a new email template builder for the dashboard.
- Increased VIP user engagement by 40% through the creation of a fully customized website and teach them how to work with the main product.
- Unified the visual and experience of the Rechat dashboard and developed the design system.
- Collaborated with a cross-functional team to create analytic reports, solutions, and features for the audience's needs.

Education

University of Applied Science and Technology

A.A. in Animation, Interactive Technology, Video Graphics, and Special Effects



Omid Analyzer

Feb 2020 - Jan 2021

- Redesigned Mano's user and branch dashboards and worked on new features.
- Set goals and metrics for engagement and met KPIs and success metrics.
- Learned about financial markets and specific terminology to better understand the product.



Farakav

Apr 2018 - Jun 2020

- Collaborated with a large user base to solve complex issues for Farakav's four popular products, including Varzesh3 (the most popular sports website in Iran), Tamasha (a VOD platform like YouTube), Anten (IPTV with a focus on sports), and Team Fantasy (a football fantasy game in Iran).
- Distinguished the differences between product design and UX design, honing my skills in business, interaction design, information architecture, usability evaluation, and other key competencies.
- Led the development of an optimized product design team by creating a pipeline for design and hiring 13 designers to redesign all four products while supervising their work.

— As **UI/UX Designer**



Respina

May 2017 - Apr 2018

- Initiated and designed an IoT product from scratch, managing all the design steps, including user experience (AB testing, card sorting), service design, user interface, visual and hardware design experience.
- Conducted surveys, interviews, and focus groups to gather information for building personas for the complex project with multiple personas.
- Introduced to service design and used Lean Canvas and the 5-day design sprint method for the product design process.
- Worked on client web and mobile applications, back-office dashboard, service design for customers, and visual and hardware design experience for the company project named Ord.



And 2+ more years as UI/UX designer.

You can see it here.

