



Believe or not I'm a pretty smiley person

+98 939 900 65 35

daneial@gmail.com

[danialsabunchi.com](http://danialsabunchi.com)

[medium.com/@daneial](https://medium.com/@daneial)

[linkedin.com/in/danialsabunchi](https://linkedin.com/in/danialsabunchi)

**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.

### 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.

### 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

## Extracurricular Activities

⊗ Organized 2 successful Dribbble meetups in Tehran with a total of 400 attendees and high engagement on social media, generating over 1,400 views on our live stream and 370 uses of our hashtag (#TehranDM) on Twitter. In the first hour of registration for the second meetup, our registration link received an impressive 3,500 visits.

⌚ Participated in mobile programming marathons at 2 prestigious universities in Tehran, winning 2nd place at Shahid Beheshti University and 5th place at Sharif University.

🍏 Won first place at the Iran iOS Developers Conference in Tehran in September 2016, showcasing exceptional skills and expertise in the field.



### 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.

