

Sara Sohrabi

Product Designer

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SUMMARY

Product Designer with 5+ years shipping mobile and web products end-to-end, from scalable design systems (100+ components) to high-fidelity prototypes. Strongest at turning ambiguous problems into simple, consistent interfaces and building the systems that keep them coherent at scale. Uses AI-assisted tools (Cursor, Claude, Claude Code) to prototype fast and explore multiple design directions, then applies craft and human judgment to shape polished, user-centered work. Comfortable owning problems from concept to ship and partnering closely with product, engineering, and research.

EXPERIENCE

Freelance Product Designer

2023 – Present

- Delivered 10+ projects for 5+ clients across mobile apps, e-commerce, websites, and B2B products, by owning each engagement end-to-end from discovery through shipped design.
- Redesigned a desktop-only fashion store (200+ products) into a mobile-responsive shopping experience, designing ~100 pages and a streamlined checkout flow, delivered in 4 weeks.
- Designed interactive experiences for an interactive-products studio that bridged physical products with digital interfaces, increasing knowledge retention ~35% (six-month post-interaction surveys) and raising user satisfaction ~40% across 50+ surveyed users through haptic feedback systems and AI-agent conversation flows.
- Designed creative, conversion-oriented landing pages for a range of companies, translating each brand's identity into responsive web experiences.

InnovativAi — Product Designer · Mobile & Web

2025 – 2026

- Cut new-user onboarding from 5 steps to 3 by restructuring the flow around the tasks travelers complete first, reducing friction for a diverse passenger base before first use.
- Designed 200+ screens and a 100+ component system across mobile and web, delivering a full design turnaround in a single sprint.
- Shifted the product from passive viewing to personalized consumer journeys by designing an AI-driven content discovery and recommendation experience that adapts the UI to each traveler's context.

evolo.ai — Product Designer · Web

2023 – 2025

- Built a scalable design system of 20+ components across 50+ screens, enforcing brand consistency platform-wide and cutting design-to-release time.
- Improved prototype feedback effectiveness by embedding user-centric practices into the product testing cycle and shaping pre-launch positioning.

SAVVII Group Inc — Product Designer · Mobile

2022 – 2023

- Reduced the credit-card application flow from 14 screens to 9 by restructuring the steps and removing friction points surfaced in focus groups.
- Designed 300+ screens and a 100+ component library across five product launches, aligning designers and engineers and presenting design rationale to stakeholders.
- Shipped core commerce features including in-app payments within six weeks by synthesizing cross-functional input from engineering and compliance.

Utradea — UX Research Intern

2022

- Guided wireframe and prototype revisions by analyzing usability feedback from 30+ users and producing LogRocket analytics reports that pinpointed priority gaps across three core features.

Tutify — UX/UI Designer · Web

2019 – 2021

- Reduced user drop-off on critical flows by designing detailed user flows and wireframes in daily partnership with PMs and engineers.

EDUCATION

OCAD University — Bachelor of Design

2017 – 2022

SKILLS

Design: Design Systems · Interaction Design · High-Fidelity Prototyping · Information Architecture · Product Strategy · Wireframing · Accessibility

Tools: Figma · Sketch · Adobe XD · Illustrator · After Effects · Jira · Lucidchart

Research: Usability Testing · A/B Testing · User Interviews · Surveys · Data Analysis · Experiment Design

AI-Assisted Design: Cursor · Claude · Claude Code · Rapid Prototyping · Design Exploration