



Sina Jenab

Senior Product Designer

I am a Product Designer with a strong passion for creating **impactful solutions**. With over **6 years** of experience in the field, I've designed products that have made a significant impact on **Millions of users** in both **B2B** and **B2C** markets.

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Work Experience

Senior Product Designer | OCTO Lab (Berlin, Germany)

Smart solution for hiring the perfect team member using AI. | Feb 2024 - Present

- Conducted user research to understand user pain points that led to valuable insights for shaping our product direction.
- Collaborated with a cross-functional team to create a clear product vision, leading the user experience from the idea to launch, and contributed to strategic decisions for the MVP.
- Utilized iterative design processes and feedback loops to refine concepts into a functional Minimum Viable Product (MVP).

Product Design Lead | Zarrino

Startup studio with products in e-commerce and femtech | Feb 2022 - Jan 2024 (2 years)

- Promoted within one year based on my outstanding performance to lead the product design chapter in the entire organization **mentoring 3 product designers** and 1 UX researcher.
- Introduced a data-centric approach to the team by transferring my knowledge of product analytics, and defining **product metrics** that fit the organization's goals, which led to the increase of various metrics such as feature adoption, user engagement, conversion rate, etc. in different products.
- Conducted research and provided design solutions for **5 different products (Web/App)** during the expansion from 5 suppliers to 42 suppliers and from 1,000 orders to +50,000 orders.
- Increased the number of user feedback on orders by **37%** by redesigning the process which led to discovering more user pain points.
- Led the process of creating our **design system** across multiple products in the team with +30 reusable components, and counting.

Product Designer | Divar

Online marketplace with +32 million registered users. | Jul 2020 - Sep 2021 (1 year 3 months)

- Worked closely with the product manager and developers to identify **new opportunities** and ship high-quality features.
- Grew the average number of products per store by **26%** by designing a prize-based gamification system to encourage the supplier to add more products to their store.
- Boosted the impression ratio of business ads **from 8% to 20%** by enhancing product findability by implementing related products on the details page.
- Collaborated with **24 UXers** (UX Designers, UX Researchers, UX Engineers, and UX Writers) to design our Design System, Sonnet.

Product Designer | Snapp-Market

Online grocery delivery with +1 Million monthly active users | Jan 2019 - Feb 2020 (1 year 2 months)

- Organized a **design sprint** and managed all 5 sessions to redesign the website which led to a **36%** increase in the sales funnel conversion rate.
- Improved the **conversion rate** of the Intro page by **23%** on Snapp Market's app with a tiny change that was implemented in just one sprint.
- Conducted different types of user research and executed more than **20 A/B tests**.

Hard Skills

User Research: User Interviews, Usability Testing, Surveys, A/B Testing, Persona Development.

Product Design: Wireframing, Prototyping, Visual Design, Interaction Design, Design Systems.

Product Analytics: Data Analysis, KPI Tracking, Conversion Rate Optimization, User Engagement Metrics.

Technical Knowledge: HTML/CSS, JavaScript, Python, MySQL, API and Database Understanding.

Tools: Figma, Adobe XD, Sketch, Google Analytics, Clarity, Slite, Notion, Trello, Jira, Google doc, Google sheet.

Soft Skills

Leadership, Conflict Resolution, Empathy, Problem-Solving, Collaboration, Communication, Influence and Persuasion, Time Management, Attention to Details.

Language

English

Professional working proficiency

Persian

Bilingual proficiency