Lina Zarkar

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Highlight of Qualifications

Proficient product Designer with a strong track record in creating impactful, user-focused product designs. Specializes in design thinking and UX research, with a focus on SaaS and mobile products. Successfully steered SaaS projects from concept to launch, ensuring a strong connection with target audiences and a seamless user experience. Excited to apply my skills and experience to your organization.

Experience

Product designer

App-artement (Property management SaaS)   Uden / Netherland August 2023 - Jan 2024

- Improved product usability through heuristic evaluations led to strategic redesigns, resulting in a 16% increase in task success rate for four critical tasks and a spike of 18% in average session time.

- Redesigned web application interfaces to enhance accessibility for senior users, following WCAG guidelines and AAA standards, leading to a 19% decrease in time on tasks for four critical ones.

- Implemented user-centric and data-driven design methodologies, such as usability tests user research, and user persona to iterate and enhance the user experience.

- Led the creation of a scalable, accessible, and modified SaaS design system kit for seamless integration across platforms.

- Created extensive UX documents and established a user research database to drive design decisions and foster innovation.

- Collaborated closely with development teams to ensure alignment with product goals and user needs.

Designer/ Lead designer

Bent Oak Systems (Software house)   London/ United Kingdom Product Feb 2021 - Jun 2023

- Showcased strong problem-solving skills on various projects, resulting in original design solutions.
- Arranged and conducted regular design meetings and demonstrations for stakeholders, ensuring our design choices aligned with business goals and market needs.
- Guided design efforts within a cross-functional team setting, pushing for creativity and user-focused design on numerous projects.
- Enhanced user experience through scalable and adaptive design systems.
- Introduced flexible design systems to improve product coherence across different platforms.
- Directed UI teams through redesign projects and successfully met challenging deadlines, leading to increased client satisfaction.
- Carried out competitive analysis to offer practical insights and elevate design approaches.

Selected Bent Oak Projects:

- XRW: Led design efforts for a skydiving IOS mobile app and multiple complicated SaaS panels, delivering intuitive user interfaces and enhancing the skydiving experience.
- ScreenMe: Conceptualized and designed a comprehensive women's health app tailored for the UK market, conducting extensive high-fidelity mockups, prototyping, user research, and usability testing.
- Theory In Action: Designed an AI-driven SaaS platform for content creation, collaborating with engineers to integrate cutting-edge AI technologies.
- Fardis Dialysis: Developed a specialized B2B medical panel catering to the unique needs of the dialysis industry, prioritizing accessibility and compliance standards.
- Hoopa: Designed a child-friendly entertainment club application and admin panel, incorporating gamification elements to foster engagement among young users.

Tour guide/Head office manager/ Deputy manager
Communications Museum   Iran Nov 2014 - Nov 2020

- Curated engaging exhibits, workshops, speeches, events, tours, and meetings based on thorough research and visitor feedback, ensuring accuracy and precision in all details.
- Planned and executed exhibitions by managing timelines, coordinating with various departments, and utilizing the museum's website for younger audiences.
- Managed our teams of curators, educators, and staff to address various challenges and improve visitor engagement through creative problem-solving and effective communication.

Skills: User-centric design, Prototyping, Design Thinking, Accessibility, Product Development, Wireframing, UX/UI Integration, User Research, Iterative Design, Agile Methodologies, inclusive design, User Testing, Problem-solving, Visual Design, Product Strategy, Design Systems, Cross-Functional, SAAS, Cross-functional collaboration, User Feedback, Rapid Prototyping, Product Lifecycle Management, Human-Centered Design, WCAG, Heuristic Evaluation.

Tools: Figma, Adobe XD, Miro, Zeplin, Adobe Illustrator, Google Analytics, Clarity, Hotjar, Slack, Jira, Microsoft teams, Maze, framer.

Education & Certifications:

Bachelor's Degree in Fiction Literature: The University of Kharazmi |Iran

Inverse School of Art and Design: Product Design Certificate

Interaction Design Foundation: UX-UI certificate of completion