

Sana Darabi

Senior Product Designer

Dubai, UAE

[linkedin.com/in/sanadarabi](https://www.linkedin.com/in/sanadarabi)

darabi.sana@gmail.com

Portfolio: sanadarabi.com

Senior product designer with 9 years across e-commerce, SaaS, and InsurTech. I diagnose root cause on technically complex products. I started in UX and moved into product direction, problem framing, prioritization, and the business case alongside the design. Co-founding Dimenso brought that scope together. I set direction and ship what I design, having learned enough code to build production front-end with AI tooling. I'm looking for high ownership of a single product, from problem to shipped.

EXPERIENCE

Co-founder & Product Designer . **Dimenso**

Jul 2025 – Present | Dubai, UAE

Virtual try-on platform for B2B fashion e-commerce. Built the widget, merchant panel, Shopify app, and marketing site from zero; the bullets below are what iteration on them produced.

- Rebuilt the shopper input step across three widget redesigns after step-level funnel analysis isolated it as the drop-off point, taking session completion from 48% to 59%.
- Introduced a two-mode architecture that acquired merchants on a zero-setup mode, then moved those qualified by usage onto the low-cost mode, cutting cost per session ~40x for migrated merchants.
- Rebuilt merchant activation after funnel analysis placed the loss at setup rather than after use, cutting same-day uninstall from 50% to 38% and lowering CAC.
- Moved the purchase decision into the try-on result across 2 A/B-tested iterations, lifting try-on-to-cart conversion from 1.4% to 6.4%.
- Reframed the consent gate every shopper passes before try-on, taking acceptance rate from 42% to 61% and lifting every metric downstream.
- Redesigned how merchants supply reference images, with post-processing covering the rest, after an audit traced the failures to geometry and noise in 3D generation, doubling first-attempt usable assets.

Senior Product Designer . **Azki.com**

Jan 2022 – June 2025 | Tehran, Iran

Iran's leading InsurTech platform, 2M+ users; three verticals

- Launched a new vehicle-maintenance vertical from zero — designing the inquiry and payment flows, prioritizing services against existing vehicle data, and iterating through a private release into public launch.
- Lifted car-insurance purchase conversion 2 points by rebuilding comparison around normalized coverage, after Metabase funnel analysis and moderated usability testing traced the drop-off to shoppers having no consistent basis to compare policies.
- Mentored three junior designers through structured reviews and 1:1 coaching.
- Designed the in-funnel inspection exemption, streamlining a multi-input eligibility check validated through prototype usability testing and raising NPS ~5 points
- Rebuilt the seller platform funnel after interviews and Google Analytics analysis showed sellers working a flow designed for one-off consumer purchases, cutting task time ~10% for high-volume daily users.

Product Designer . DropletApp

Jan – Aug 2021 | Remote (Cambridge, UK)

Sports event management startup — two-sided admin platform

Designed the admin dashboard and design system components, working remotely with a distributed design and engineering team.

UI/UX Designer . Freelance

May 2019 – Oct 2020 | Tehran, Iran

Travel industry leaders and B2B marketplace platforms

Redesigned listing and admin experiences across travel, hospitality, and B2B marketplace platforms, running several client engagements in parallel.

Earlier roles

2017 – 2018 | Tehran, Iran

UI/UX Designer at Yara Mobile (design agency, native iOS/Android), IsaTel (mobile value-added services), and UI Design Intern at Farabi Accelerator (fintech).

SKILLS

Design — Interaction design · Information architecture · Design systems (built from zero) · Accessibility (WCAG) · Prototyping · UX copy · Figma · ProtoPie

Product — Product discovery · Problem framing · Root cause analysis (5 Whys, Fishbone) · Prioritization (RICE, MoSCoW) · Activation & retention · Funnel analysis · Pricing & packaging · 0→1 product launch

Research — User interviews · Moderated & unmoderated usability testing · A/B testing · Surveys · SUS · Support ticket analysis

Analytics — Google Analytics · Metabase · Microsoft Clarity

Build — TypeScript · JavaScript · HTML/CSS · Cursor · Claude · Lovable

EDUCATION

Artisanal Design . Bachelor Degree

2013 – 2018 | Tehran, Iran

CERTIFICATIONS

Enterprise Design Thinking Co-Creator
Human-Computer Interaction
Website UI

IBM | 2025
Interaction Design Foundation | 2021
Sharif University of Technology | 2017

LANGUAGES

English Fluent

Dutch beginner

Spanish intermediate

Persian Native