MARZIEH SABZI

Product Designer | Product Strategist

marziiesabzi@gmail.com +98 939 989 65 27 Shiraz, Iran marzieh-sabzi https://marziesabzi.pionic.ir/

SUMMARY

Senior UI/UX Designer and Product Strategist with 4+ years of creating intuitive, scalable, and pixel-perfect digital products. Skilled in Figma, design systems, and UX best practices. I turn MVPs into successful products through thoughtful design and close collaboration with cross-functional teams.

EXPERIENCE

Product Designer | Product Manager

Pars Hadish

Jun 2024 – Present Shiraz

- **Situation:** Multiple products required a **complete redesign from scratch** to improve user experience and meet business goals.
- **Action:**
  - Redesigned the Parking Management System using OCR license plate recognition; acted as PM, PO and **Product Designer**, **benchmarking** top global products in the world.
  - Designed and launched a **generative AI chatbot** for the **TOP** to streamline support operations.
  - Improved Soroush.App UX by **analyzing Hotjar data,benchmarking, interviewing users, and collaborating with the order fulfillment team.** Updates enhanced accessibility, user flows, and admin panel usability.
- **Result:**
  - Delivered the Parking System on schedule, meeting most KPIs for usability and order management.
  - AI chatbot **reduced support calls by 60%**, providing users with answers in under 30 seconds.
  - Soroush.App updates **improved UX accessibility by 30%, reduced average order completion time by 65%, decreased operational calls by 40%, and fixed 35% of admin panel errors.**

UI/UX Designer

GreenDB

Feb 2024 – Present Canada (Part-time)

- **Situation:** Early-stage Canadian startup preparing for product launch.
- **Action:** Designed user-centered interfaces, complete design systems, wireframes, and prototypes for web and mobile apps.
- **Result:** Android app launched privately; gathering user feedback and iterating to optimize engagement and product KPIs.

SKILLS

UI/UX Design

- Figma (Auto Layout, Components, Variants, Prototyping)
- Creating and maintaining Design Systems
- User Research - Usability Testing
- Wireframing - Prototyping
- Interaction Design - Responsive Design
- Visual Design: Typography, Color, Layout
- Agile - Cross-functional Team Collaboration
- Problem Solving - Analytical Thinking

ACHIEVEMENTS

40% Reduction
in design time through scalable design systems

Successful Launches
of major products including Parking Management System and AI Agent

AI Product Launch
Designed and deployed AI chatbot, reducing support calls by 60% and improving internal workflows.

Soroush.App UX Improvement
Enhanced user flows , fixing 30% of UX issues and cutting errors by 35%.

International Projects
delivered 40+ projects for local and international clients

TOOLS & TECHNOLOGIES

Design Tools: Figma, Photoshop, Design Systems

UX research: Hotjar, Interviews, A/B Testing

Others: Agile, AI Generative

Development Awareness: HTML/CSS

Business Development | UX Consultant

Mizban Accelerator

Jun 2023 – Jun 2024 Shiraz

- Redesigned websites and provided UX consulting to optimize user flows, enhance engagement, and improve product-market fit.

Business Development

Gemba Company

Jul 2021 – Jun 2023 Shiraz

- Led a 3-member team, conducted user research and feasibility studies.

Freelance UI/UX Designer

Self-employed

Jul 2021 – present Shiraz

- Delivered 40+ end-to-end design projects for local and international clients.

EDUCATION

B.Sc. in Industrial Engineering

Shiraz University of Technology

Oct 2016 – Oct 2020

COURSES

Product Management Basics

Pendo

2024

Product Management Basics

Maktabkhooneh

2024

Problem Solving Techniques and Empowering Consultants

Soura Academy

2022

Comprehensive Course of Quality Management System, IMS Audit Implementation

Farsies

2021

Principles of Project Management based on PMBOK

Majid Sabzeparvar

2019

MSP Project and Engineering Excel

I.R.T.V.T.O

2018