DN

Darya Namvar

I'm an experienced product designer based in Stockholm with a decade of expertise, adept at leading product and cross-functional teams in start-ups, scale-ups, and larger organizations. Specializing in tech, UX, and UI design for consumer-based products and B2B SaaS platforms, my approach emphasizes user-centric design aligned with business objectives, fostering growth and success. Collaboration and communication are key to my process, ensuring innovative solutions that cater to diverse audiences and industries.

EXPERIENCE

1337.tech

Senior UX/ Product Consultant   **Aug 2022 - Present**

I'm presently employed in 1337 as a consultant.Enabling both start-ups and enterprise companies to create a better user experience.

Rillion

Senior product designer - Consultant   **April 2023 - June 2023**

- Developed long-term and short-term design strategies aligning with organizational goals.
- Achieved 10% reduction in onboarding time through optimized processes, including AI-driven enhancements.
- Led design system revamp to enhance user experience and speed up development.
- Collaborated cross-functionally for seamless integration of design improvements.

Elkjøp

Senior UX designer - Consultant   **Dec 2022 - Feb 2023**

- Designed the after-sales experience at Elkjop, focusing on enhancing customer satisfaction and streamlining return and repair processes.
- Established a research repository to facilitate data-driven decision-making processes.
- Implemented self-service systems for after-sales service, reducing call center traffic and enhancing customer satisfaction, as evidenced by improved ratings in in-store customer feedback surveys.
- Enhanced after-sales routines for store personnel by introducing an internal tool, resulting in reduced routine time and increased operational efficiency.

EDUCATION & CERTIFICATION

Nielsen Norman Group
UX Managers
2023

Nielsen Norman Group
Analytics and User Experience
2023

Nielsen Norman Group
The One-Person UX Team
2022

Berghs school of communication
UX & digital product design
2019

Eastern Mediterranean University
Bachelor of Visual Arts And Visual Communication Design
2010 - 2014

CONTACT

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EXPERIENCE

GLIS

Product design Lead - Consultant   Sep 2022 - Nov 2022

- Led the UX/UI design process from initial discovery to prototyping for a pioneering project.
- Guided stakeholders in designing their first Minimum Viable Product (MVP), securing investment, and establishing the product team.
- Facilitated product discovery workshops, mapped user journeys across multiple regions, and crafted intuitive user flows.
- Translated MVP sketches into detailed UI designs and developed high-fidelity prototypes to demonstrate the envisioned user experience.

DietDoctor

Product / Visual designer   Jun 2019 - Aug 2022

- Spearheaded the digital transformation of a globally-reaching startup, transitioning from a content-driven website to a profitable mobile app.
- Implemented annual A/B tests resulting in a 10% increase in total revenue and Customer Lifetime Value (CLV).
- Redesigned the app's home screen, leading to a significant one-month churn reduction of over 30%.
- Led the team in redesigning the existing digital product and modernizing the brand's UX/UI execution.
- Designed and implemented a feature centered on daily learning and routine, driving a 10% increase in website traffic and daily active members.
- Directed the creation of a comprehensive design system to ensure consistency and efficiency.
- Transitioned focus to product design as the company expanded, actively involved in research, design phases, and defining design specifications.

Snapptrip

Product designer   Mar. 2017 - Jul. 2018

At Snaptrip, a dynamic online platform for booking flights and hotels, my role entailed:
- Crafting and implementing product marketing strategies aimed at augmenting bookings and revenue.
- Conceptualizing visually captivating design assets for promotional campaigns spanning diverse channels such as email, social media, and the website.
- Collaborating closely with the product team to maintain uniform branding and messaging across all customer touchpoints.

SKILLS

Hard skills

UX Design, UI Design, Marketing Design, Prototyping, Design AccessibilityDesign Systems, A/B Testing, Branding, Interaction Design, Motion Design, Information Architecture, E-commerce, Workshop Facilitation, Design Sprint Project Management, User Interview, Usability Testing, Qualitative and Quantitative Research, Generative and Evaluative Research, Analytics

Soft skills

Communication, Creativity, Problem-Solving, Collaboration, Adaptability, Time Management, Client Relationship Management, Leadership, Stakeholder Management

Tools

Figma, Miro, Hotjar, Google Analytics, Adobe XD, Adobe Suite,...

Languages

English , Swedish , Persian

EXPERIENCE

MCG

Visual designer   May 2016 - Mar. 2017

At MCG, a leading design agency, I collaborated with the design team on diverse projects for international and local clients. My role involved:
- Conceptualizing and designing visual solutions for branding, marketing materials, websites, and mobile apps.
- Developing style guides and design systems to maintain consistency across brand materials.

Boldpod

Visual designer   Sep. 2014 - Sep. 2016

At BoldPod, a 360° creative solutions agency specializing in forging enduring connections between audiences and brands, my role as a designer involved:
- Understanding project scopes by liaising with clients to refine their messaging objectives.
- Collaborating with the design team on diverse projects across industries such as beauty, cosmetics, interior design, food, and packaging.
- Crafting effective visual solutions aligned with client business objectives.

PUBLICATION & HONORS

Publication

The UX Snowball Effect: Why Investing in UX Design is Crucial for Your Business Success - Mar 2, 2023

Responsive Design: Why It's Important and Best Practices to Implement - Jan 21, 2023

Mentorship

Voyage Mentorship Program - 2023