

Sara Sohrabi

Senior Product / UX Designer

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SUMMARY

Product designer with **5+ years** of experience shaping complex, workflow-heavy products end to end — **user research, information architecture**, and interaction design through to polished, **accessible**, high-fidelity UI and the **design systems** that keep a product coherent as it scales. Skilled at translating technical, process-heavy requirements into interfaces that are **simple to understand**, and at facilitating design vision and concept with **business, product, and development stakeholders** to turn ambiguous problems into shipped, tested interfaces. Holds **TCPS 2: CORE certification** in ethical conduct for research involving humans.

EXPERIENCE

Product Designer | Nika Agency

Jan 2026 – Present

- Translate client briefs spanning multiple industries into websites, landing pages, and digital product experiences, **discerning the right information and format** for each audience while balancing brand identity against **usability** and technical constraints.
- Run several projects at once at different stages of the process, **collaborating directly with creative, strategy, and development teams** to keep designs usable and realistic to build.
- Build reusable components and maintain **design consistency** across engagements while preserving a distinct visual identity for each client.

Product Designer | InovativAi

Mar 2025 – Jan 2026

- Led design of an in-flight entertainment seat-back experience end to end — **research, information architecture, wireframes, and interactive prototypes** — for a passenger base spanning long-haul comfort to quick, in-and-out use on short flights, partnering with aviation and content strategy teams.
- Designed 200+ screens and built a 100+ component system spanning light and dark mode across mobile and web, delivering **functional, accessible, and consistent interfaces** across a wide range of content and screen states.
- Restructured onboarding around the tasks travellers complete first, **cutting new-user onboarding from 5 steps to 3**.

Product Designer | evoloi.ai

Nov 2023 – Mar 2025

- Built and maintained a **design system of 20+ components across 50+ screens**, keeping a scaling platform visually and behaviourally consistent and giving engineering a predictable set of patterns to build from.
- Embedded **usability testing** into the product development cycle, closing the gap between prototype feedback and what actually shipped.
- Helped shape the platform's brand identity and visual language as the company repositioned its product direction, and **made the case internally for how specific design decisions were affecting product outcomes**, not just polish.

Product Designer | Savvii Group Inc.

Jul 2022 – Aug 2023

- Owned design for a customer banking app end to end, from concept to launch, **translating complex, regulated financial workflows** — payments and invoicing — into **interfaces users could understand** and complete confidently.
- **Partnered with engineering and compliance teams** to design core commerce features, including in-app payments, balancing usability against fintech's regulatory constraints.
- Reduced the credit card application flow from 14 to 9 screens by restructuring steps and removing friction points surfaced in focus groups, then validated the redesign through **usability testing**, reaching a **user satisfaction rate above 80%**.

UX Researcher | Utradea

Mar 2022 – Jul 2022

- **Facilitated user research** by analyzing usability feedback and session recordings from 30+ users in LogRocket, **tracking usability metrics** to pinpoint priority gaps across three core features.
- Used those findings, plus direct user feedback, to guide **wireframe and prototype revisions** aimed at improving engagement.

Project Manager | Interior Nation

Jan 2021 – Mar 2022

- Led **cross-functional planning** and delivery across design, production, and client teams, coordinating timelines and **stakeholder communication**.

UX/UI Designer | Tutify

Dec 2019 – Jan 2021

- Partnered daily with product managers and engineers to design **user flows and wireframes** for critical paths, reducing drop-off and aligning UI with what customers actually needed, within an Agile process.

EDUCATION

OCAD University — Bachelor's Degree, Industrial Design

2017 – 2022

Certification: Ethical Conduct for Research Involving Humans (TCPS 2: CORE)

SKILLS

Design: UX Research, Information Architecture, User Flows, Wireframing, Interactive Prototyping, High-Fidelity UI, Usability Testing, Design Systems, Accessibility, Responsive Design, Interaction Design

Tools: Figma, Illustrator, Photoshop, Claude, Claude Code, ChatGPT, Cursor

Process: Developer Handoff, Agile Collaboration, Stakeholder Communication