Zara Sadat
Senior UX/Product Designer

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About Me

I'm a Sydney-based UX and product designer with a unique blend of backgrounds as: Engineer, Interior Designer, Sales Manager, and Customer Experience Manager.
My journey through these diverse roles has given me a multifaceted perspective on design and business.
I create digital products that have both practical and desirable attributes.
My solutions enable smart businesses to deploy user-focused and insight-based designs in order to bolster customer relations and develop new sources of revenue.

Skillset

Agile Methodology
User Research & Testing
Low-Hi Fi Prototyping
Human Centred Design
Interviews & Surveys
UX Flows
User Interface
Information Architecture
Facilitating Workshops
Persona Creation
Mentoring Junior Designers
Stakeholder Management
AI technology

Education

UX/UI Design Transform
(Academy Xi - Sydney)
Management of Business Administration
(Diploma - TAFE - Sydney)
Master of Design
(UNSW - Sydney)
Diploma of Interior Design
(Navid Academy - Shiraz)
Bachelor of Computer Science
(Shiraz Uni - Shiraz)

Tools

Figma
Miro
PowerBI
Monday
Trello
Hotjar
Retently
Google Suite
Jambot

Experience

seed | AWARDS.PHOTOS 2023 — Senior UX and Product Designer | Task Operation Manager
Nov 2022 - Present

- Leading the design team, providing guidance, mentorship, and creating a cross-functional collaboration.
- Overseeing and guiding the UX design process within a team and the company and shaping the direction of UX design projects, mentoring the team, and ensuring the delivery of high-quality user-centred design solutions.
- Directed and designed the creation of the Awards Photo Contest website, Ambassador Dashboard, Judges Dashboard, and Nominate Photographers interface for Awards.Photos.
- Pioneering an additional platform segment to Awards.Photo, facilitating B2B outreach to invite other communities.
- Applying ongoing improvement across the Seed and Awards platforms to ensure the highest level of customer engagement and satisfaction.
- Conducting standup meetings and managing a team of Designers, Developers, Customer Support and Motion Graphic designers.
- Working closely with the key stakeholders, including the board of directors, Marketing team, customer support, partnerships and photographers, to comprehend their requirements and end-of-life planning.
- Partnering with SEO experts to maximise engagement levels and enhance Google search rankings.
- Facilitating Cross-functional Management Meetings with head of departments from various divisions of the company as well as the Board of Directors in order to convey company and team requirements, share project progress status and engage in brainstorming sessions for the product development.
- Address any issues or challenges that arise during task execution, finding practical solutions.

symbio — UX/CX Designer
May 2022 - Oct 2022

- Enhanced Ticketing Portal Functionality by reviewing the existing ticketing portal, implementing strategic improvements to enhance user experience and streamline processes.
- Conducted comprehensive customer interviews and utilised findings to develop detailed Personas and Journey maps for overseas customers, resulting in an improved and tailored onboarding process.
- Utilised CX tools such as Retently to gather customer feedback and identify pain points, facilitating data-driven decision-making for process enhancements to have Feedback-Driven Improvements.
- Skilled in PowerBI to create interactive data analytics dashboards and visualisations for customer-related data, empowering stakeholders with actionable insights.

CODE for AUSTRALIA Civic Makers — UX/UI Designer
Dec 2021 - Dec 2022

- End-to-end UXUI Design role for a Climate Change Project to design and create the Result Page for a Carbon emission Calculator. This project is intended to assist the local government in meeting their 2026 carbon emission reduction goal.

endeavour group — UX/UI Designer
Sep 2021 - Nov 2021

- Contributed to EndeavourX's strategic efforts in developing an exceptional online environment that effectively educates individuals about the company and entices top-tier professionals to join their organisation. This involved executing a comprehensive website and career portal redesign, ensuring an engaging and seamless user experience.

Dan Murphy's — Product Designer
Sep 2021 - Nov 2021

- Engaged by Dan Murphy to assess possibilities for improving the customer experience by making the Dan Murphy Chatbot more personable and engaging. This was done with the goal of creating a stronger connection between customers and the Dan Murphy brand.

Other Experiences

wipro	Xi Academy	DAVID JONES	SEBASCO Fashion Collection	Built Optimo	DOMAYNE	PELAK
UX Consultant	UX Mentor	CX Manager	Product Designer	UXUI Designer	Home Decorator	Lead Interior Designer