

# SAHAR SARAMANI

## Lead UX UI Designer

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🌐 <https://www.eclipsedesign.online>

📍 New York City Metropolitan Area

## SUMMARY

UX/UI Design professional with seven years of experience in user experience design and user interface design, marketing, expert in AI-based user behavior analysis and conversion rate optimization. Led cross-functional teams of 11 designers and marketers and delivered projects that increased user productivity by 43% and drove a 32% growth in partnerships. Expert in User-Centered Design principles, integrating AI and data-driven insights into design, enhancing accessibility, user satisfaction, marketing, and conversion rates. Passionate about creating intuitive digital experiences that align with business goals.

## EXPERIENCE

05/2023 - 05/2024

Remote

### Lead UX UI Designer and Marketing

#### Goldiam

- Led a team of 8 designers and 3 marketers, fostering a collaborative environment that improved project efficiency by 20%.
- Revamped the company's brand identity, driving a 32% increase in partnerships and clients through innovative promotional collateral design.
- Directed a cross-functional design team to align with business objectives, ensuring consistent adherence to high design standards.
- Enhanced conversion rates by 16% by implementing data-driven design practices, leveraging user analytics to optimize product pages.
- Designed and marketed 50+ campaigns, SaaS Products, websites and apps for Goldiam's clients.

03/2021 - 05/2023

Remote

### Digital UX/UI Designer

#### Goldiam

- Drove a 23% increase in brand engagement within the first year, significantly enhancing customer retention through targeted design strategies.
- Boosted user satisfaction by 12% by integrating AI-based user behavior analysis into UX/UI projects, resulting in more personalized and effective user experiences.
- Spearheaded the integration of user research insights into iterative design processes, leading to a 40% improvement in user satisfaction scores and increased product adoption among 500+ active users in the first quarter.
- Developed digital campaigns that elevated brand visibility and engagement by 15%, strengthening the company's market presence.

12/2018 - 03/2021

Israel

### UX/UI Designer

#### ShovalPro

- Designed custom exhibition solutions leveraging UX/UI principles, significantly enhancing client visibility at both physical and virtual events.
- Led global projects in experiential, spatial, and exhibition design, focusing on user experience, which drove user satisfaction and engagement.
- Boosted client satisfaction scores by 35% through targeted strategic design enhancements.
- Spearheaded the redesign of a VR platform for virtual exhibitions during COVID-19, improving both the user interface and experience, leading to a 13% increase in client revenue.
- Collaborated with external creative agencies using Figma to develop user-friendly interfaces, resulting in higher user satisfaction and engagement.

01/2018 - 12/2018

Israel

### UX/UI Designer

#### 2Brand

- Leveraged creativity and a deep understanding of design principles to produce innovative solutions, enhancing overall user experience.
- Improved project success rate by 12% by developing design solutions aligned with business objectives.

## EDUCATION

Athens, WV

- Bachelor of Arts in Advertising/Graphic Design  
**Concord University**
  - Combined with Minor in Computer Science
  - Valedictorian
  - Dean's List

## SKILLS

### UX Design

Wireframing, Prototyping, User Research, Information Architecture, Usability Testing, Interaction Design

### UX Tools

Sketch, Adobe XD, Photoshop, Illustrator, InDesign, After Effect, Figma, WordPress

### Research Tools

UserTesting, Lookback, Optimal Workshop, Miro, Google Forms/Typeform, Hotjar, Dovetail, SurveyMonkey

### Development

HTML5, CSS3, JavaScript, Bootstrap, JQuery, Python, C, C++, Kotlin

### Testing, Analytics & SEO

UsabilityHub, Maze, Google Analytics, SEO Optimization Techniques, A/B Testing, Conversion Rate Optimization

## CERTIFICATION

### Neural Networks and Deep Learning

By DeepLearning.AI, Coursera

### Machine Learning

By Stanford University

### Introduction to Neuroeconomics: How the Brain Makes Decisions

By HSE University

### Front-End Web UI Frameworks and Tools

By Coursera.

### Graphic Design, UX/UI, Web Development

By Hacker-U College

## PROJECTS

### AI IOS Assistant for Comprehensive Computer Control

📅 03/2022 - 07/2024

Developing an AI IOS assistant designed to control 100% of a computer, catering to the needs of elders and the disabled.

- Reduced dependency on external IT support by 87% by enabling the AI system to autonomously resolve computer errors.
- Increased the digital accessibility for disabled users by 92% by bridging key technology gaps.
- Empowered users to personalize their computing experiences by managing and generating files and codes through the AI IOS system.

### AI Interaction through Non-Verbal Communication

📅 06/2022 - 02/2024

Developed a system that uses non-verbal interactions to help individuals with speech impediments access different types of technologies.

- Boosted user productivity by 43% by enabling a diverse range of tasks through non-verbal interactions.
- Enhanced user engagement by providing output across three formats: text, video, and images.
- Designed a visually intuitive and multi-modal interaction paradigm to improve user experience.