

NIMA SOHRABI

Senior Product Designer (UX /UI)

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Professional Summary:

Innovative Senior Product Designer with 12 years of experience in AI-driven product design, creating human-centered gaming and tech solutions. Proven in delivering data-informed designs that enhance engagement, streamline workflows, and drive business outcomes. Skilled in building scalable design systems, leading cross-functional collaborations, and conducting user research to craft intuitive, high-impact interfaces. Dedicated to driving innovation and delivering transformative solutions to elevate team productivity and digital excellence.

Expertise spans AI design, task flows, prototyping, branding, user testing, and design system implementation using tools like Figma, Sketch, Miro, and Adobe CC and AI tools.

Design Skills:

Product Design (UX/UI): Product design with a focus on user-centered design, collaborating with cross-functional teams in agile environments. Creating wireframes, user flows, visual designs, prototypes, interaction design, user behavior analytics, design thinking, and high-quality mockups. Strong visual design expertise in typography, color theory, and layout, ensuring engaging and aesthetically pleasing user interfaces.

Generative AI & LLM Models: Prompt engineering, training data curation, GPT-based design systems.

Prototyping & Wireframing: Figma, Axure, InVision, Adobe XD, and HTML/CSS.

UX Research & Testing: Conducting A/B tests, user interviews, surveys, and persona creation.

Design Systems: Building scalable UI frameworks and reusable components for cross-platform consistency.

Strategic Thinking: Aligning business goals with UX strategies and influencing long-term product roadmaps.

UI/UX Design Tools: Figma, Sketch, Adobe XD, Illustrator, Photoshop, InVision, Zeplin, Miro, Midjourney, and Axure to create wireframes, prototypes, and high-fidelity designs. Experienced with HTML, CSS, Final Cut Pro, and After Effects for interactive prototypes and pixel-perfect layouts.

Design Systems: Designing and maintaining design systems to ensure product consistency.

Responsive Design: Designing for mobile, web, and PC apps, creating responsive designs that ensure a seamless user experience across all devices.

Accessibility Design: Accessible design principles ensure products are usable by individuals with diverse abilities.

Professional Work Experience:

HP, Palo Alto, CA

Senior Product Designer (UI/UX) | Feb 2021 – Present

As a seasoned Senior Product Designer specializing in HP's design team and the OMEN Gaming Hub project, I am dedicated to creating exceptional user experiences tailored to the distinctive challenges of HP and OMEN's product landscape.

- Pioneered the platform's design, attracting **over 3 million monthly users** and enhancing desktop gaming experiences.
- Led the design and implementation of LLM-based UX frameworks for OMEN AI, collaborating with data science teams to improve personalization and reduce prototype generation time by **25%**.
- Created an auto-optimization interface for OMEN AI with intuitive global toggles and manual customization settings, resulting in a **20% increase** in feature adoption.
- Spearheaded the successful launch of Oasis Live, a cutting-edge streaming app for OMEN Gaming Hub, establishing it as a go-to destination for gaming enthusiasts and watch parties.
- Collaborated with diverse teams, including designers, researchers, product managers, and software engineers, to successfully address complex UI/UX challenges and street-critical projects toward success.
- Collaborated with cross-functional teams on the design and global launch of the myHP application, preinstalled on approximately 14 million laptops annually, achieving high engagement levels and maximizing users' PCs' unique capabilities.
- Spearheaded the redesign of the "My Games" feature, aligning technical constraints with user insights and business objectives to ensure timely MVP delivery and improving UI discoverability by 30% through predictive UX elements.

- Conducted user interviews and usability tests to identify pain points that informed key UI adjustments, enhancing the user experience across mobile, web, and PC platforms.
- Developed reusable Figma components and redesigned the icon library, streamlining the design process and improving team collaboration.
- Presented design solutions to executive leadership, securing buy-in for AI-powered features and new enhancements.
- Achieved significant project results, including monetizing applications through strategic ad placements and marketplace development.
- Provided mobile-specific expertise and overall UX design leadership, ensuring seamless user experiences across platforms.
- Guided junior designers and stakeholders, sharing design best practices, mentoring, and fostering collaboration to improve the design process.
- Recognized for driving innovation and seamlessly integrating new methodologies into projects, embodying a mindset that embraces challenges and consistently contributes to delivering the best possible user experience.

Bank of the West, San Ramon, CA

Lead Product Designer (UI/UX) | Sep 2019 – Dec 2020

As Lead Product Designer for the Commercial Banking team, I led the design efforts for TreasuryNow, a digital banking platform that streamlines cash management and treasury services for businesses. By focusing on usability, accessibility, and efficiency, I enhanced the platform's user experience, ensuring seamless navigation and improved feature visibility for enterprise clients.

- Led redesign efforts for the TreasuryNow application, improving user experience, feature visibility, and accessibility, ensuring full ADA compliance.
- Contributed to a **\$60 million revenue** increase in the last quarter of 2020 by optimizing workflows and improving feature visibility.
- Developed a design system that standardized components, streamlined the design process, improved cross-platform consistency, and enabled faster product development.
- Designed user flows and interactive tutorials, reducing onboarding time by **20%**.
- Enhanced the app's look and feel, ensuring consistency across web and mobile platforms.
- Led Style Guide and Pattern Library redesign, fostering better collaboration across teams.
- Tackled UI/UX challenges, improving ADA compliance and overall accessibility.
- Delivered mobile-first designs, following user-centered design practices.
- Created reusable components, improving collaboration across design and development teams.
- Facilitated design review meetings, sprints, and critique sessions, driving team alignment and project efficiency.
- Utilized tools like Sketch, InVision, Freehand, and Adobe Creative Cloud to produce industry-leading designs.
- Collaborated closely with PMs, developers, and cross-functional teams to align designs with technical requirements, resulting in a 15% increase in sprint efficiency.

Sony PlayStation, San Mateo, CA

Product Designer (UI/UX) | Dec 2018 – Sep 2019

As a Product Designer in Sony PlayStation's CRM Web team, I was pivotal in redesigning global marketing sites and developing a UI/UX design system that ensured brand consistency across all web properties.

- Redesigned PlayStation's global marketing sites, improving user engagement and accessibility across desktop and mobile platforms.
- Addressed ADA issues, resolved design inconsistencies, and improved user engagement across desktop and mobile platforms.
- Built a component library, optimized site navigation, and provided strategic UI/UX solutions aligned with company goals.
- Developed and maintained UI/UX design guidelines, ensuring consistency and alignment with strategic decisions.
- Created and implemented a design system and component library, fostering brand consistency and streamlining development processes.
- Led efforts to simplify complex interactions, contributing to innovative and intuitive user experiences.
- Scoped UX requirements across multiple web properties, collaborating with teams to determine optimal design solutions.

- Produced high-quality wireframes and low and high-fidelity designs and ensured seamless implementation of user experiences.
- Collaborated seamlessly with cross-functional teams, actively participating in design sessions and brainstorming activities.
- Documented UX processes and research, effectively communicating findings to stakeholders.
- Design tools like Sketch, InVision, and Adobe Creative Cloud were used to deliver industry-standard solutions.
- Collaborated with cross-functional teams to deliver high-quality deliverables that enhanced the PlayStation user experience.

Baby Center (Johnson & Johnson), San Francisco, CA

Senior UX/UI Designer | June 2018 – Nov 2018

As a Senior UX/UI Designer at BabyCenter, the #1 global pregnancy and parenting digital destination, I contributed to creating innovative, user-centered designs that reached over 45 million parents monthly across 11 countries and nine languages. In the U.S., BabyCenter engaged 8 out of 10 moms online monthly.

- Served as Senior UX Designer in BabyCenter's creative department, focusing on content and mobile development for the #1 global pregnancy and parenting platform.
- Enhanced user experiences across iOS, Android, responsive web, social, and content-rich products by creating wireframes, prototypes, and interactions using Sketch, InVision, and Adobe CC tools.
- Collaborated with cross-functional teams in an Agile Scrum environment to identify optimal design approaches and meet business objectives.
- Conducted usability testing, A/B experiments, and user research to refine designs and improve outcomes.
- Developed detailed wireframes, user flows, and multiple design concepts aligned with user-centered design principles.
- Played a pivotal role in enhancing user experiences and implementing Mobile and web platforms.

Avnet INC, San Jose, CA

UI/UX Designer | Oct 2016- May 2017

As a Web Designer at Avnet, I played a key role in migrating over 1,500 web pages within IBM WebSphere as part of a year-long rebranding initiative. In my hybrid role as a web and graphic designer, I led the creation of page layouts and brand guidelines aligned with the rebranding strategy.

- Designed page layouts, brand guidelines, and user-friendly web interfaces to support Avnet's rebranding.
- Collaborated closely with marketing, development, and design teams to ensure a seamless and cohesive transformation of Avnet's digital presence.
- Implemented layouts using HTML and CSS within IBM WebSphere after establishing the design framework.
- Managed updates for Avnet's e-commerce platform, including product information, descriptions, and images, showcasing design and web development versatility.
- Streamlined migration of 600+ technical articles, improving content accessibility and engagement.
- Created wireframes, functional prototypes, and high-fidelity mockups to enhance the user experience.
- Developed web pages using HTML, CSS, and JavaScript, ensuring compatibility with IBM portals and supporting Avnet Commerce.
- Conducted user research and testing to validate design decisions and refine prototypes.
- Designed and implemented navigation systems, landing pages, and dashboards to improve site usability.
- Collaborated on daily standups with cross-functional teams, including UX directors, developers, and designers.
- Produced graphics, images, banner ads, and other visual assets to support the updated website design.

NIMA-Design, Berkeley, CA

Freelance UI/UX Designer | Nov 2012- June 2018

From 2012 to 2018, I worked as a freelance UI/UX and Web Designer, collaborating with small businesses, companies, and individuals to deliver responsive web and mobile application designs. Proficient in tools like Sketch, Adobe CC, Illustrator, and Photoshop, I facilitated client collaboration and iterative design processes to produce high-quality solutions aligned with project goals.

- Operated as an independent contractor for six years, delivering tailored design solutions for responsive web and mobile apps.
- Created wireframes, prototypes, storyboards, and user flows for iOS, Android, and web platforms, adhering to usability best practices.
- Collaborated with businesses and developers to ensure successful implementation of design specifications.
- Contributed creative ideas, stayed current with design trends, and produced visual assets, including infographics, UI guidelines, and personas.
- Participated in brainstorming sessions, capturing client feedback to refine designs and align with project goals.

Education

- Bachelor of Science in Industrial High Technology Product Design, San Francisco State University, San Francisco, CA, Spring 2012.