

NIMA SOHRABI

Senior Product Designer (UX /UI)

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Professional Summary:

Innovative Senior UX/UI Product Designer with 12 years of experience crafting human-centered, AI-powered applications and technology solutions. Proven success in delivering data-informed designs that drive user engagement, increase monetization, and streamline workflows. Expert in generative AI, design systems, accessibility (WCAG 2.1), responsive design, and cross-functional collaboration in Agile environments. Versatile in aligning UX strategy with business goals and development constraints to deliver intuitive, high-impact solutions for mobile, desktop, and web products.

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, UX/UI Design, 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: Generative AI, LLM UX, Prompt Engineering, GPT Design Systems.

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

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

Design Systems: Building scalable UI frameworks and reusable components, ADA Compliance (WCAG 2.1) for cross-platform consistency.

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

UI/UX Design Tools: Figma (5+ yrs), Sketch (10+ yrs), Adobe XD (15+ yrs), 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: Mobile-first Design, 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 – June 2025

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 visibility of features 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 on Sony PlayStation's CRM Web team, I played a pivotal role 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 such as Sketch, Adobe Creative Cloud, 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 the 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.

Certifications

- UX Research Methods: Card Sorting. License E3B93452BDC94F50A1A0EBCFA3B887C7
- Hands-On Mobile Prototyping for UX Designers. License C7CB9BFFD6C84213BAC7A1E6ED707467
- Infographics: Planning and Wireframing. License 355EB7D1DF1D4F05B1093CE058413516
- UX Design Techniques. License D1B04A3B274644B5835F4E59E4996EED
- UX Design Techniques: Creating Scenarios and Storyboards. License 161EBE7CE91F4751BEF9BF47E9728AF2
- UX Design: Analyzing User Data. License 38F4F63EF8A8414D84EAB3B1EB2B028D
- UX Design: Creating Personas. License 68BA17989C4643FB925D7A297BB11064
- UX Research Methods: Interviewing. License FC3D02160F024183B263CEF0C17AE904

Additional Skills

- Information Architecture, User Journeys, Interaction Patterns, Rapid Prototyping
- Familiar with WCAG 2.1, Apple Human Interface Guidelines (HIG), Google Material Design
- Strong background in B2C mobile, web, and desktop UX, productivity, gaming, AI, information technology, healthcare, and fintech products
- An ability to adapt to fast speed, Agile, MVP-driven, high-regulation, high-accuracy environments
- Proven success in cross-platform experiences and component-driven systems
- Practiced in stakeholder alignment, UX strategy documentation, and scalable design libraries
- Collaborated with engineers to build component libraries in React
- Intentional visual refinement: Design Specs, Consistency, typography, hierarchy, spacing.