

Sahar Mirzaei

Senior Product Designer

Strategic Senior Product Designer with 6+ years of experience building user-centric products across legal tech, wellness, and AI-powered products. I thrive in constraint-heavy environments, using existing systems and patterns to design flows that are intuitive, scalable, and maintainable. Known for clarifying messy problems, embedding new features seamlessly into legacy workflows, and delivering designs that accelerate development and adoption.

Relevant Experience

Senior Product Designer (Contract) | UpLabs, Los Angeles, CA 03/2025-Present

Supported multiple VC-backed portfolio companies to design scalable user experiences.

- Shaped the end-to-end user narrative for an AI-powered coaching product (FrontlineIQ), aligning business goals with the needs of executives, managers, and sales reps.
- Partnered with the CEOs to translate product vision into a concrete customer-facing experience, using UX storytelling to position the product as an enterprise-ready solution.
- Delivered initial Webflow marketing site as a prototype of the product story, with role-based use cases and trust signals for investor/client conversations.
- Designed systematic storytelling frameworks (sites, decks) across portfolio companies, helping secure funding and stakeholder alignment.

Senior UX Designer (contract) | Attorney Share, Los Angeles, CA 06/2025-08/2025

- Designed the Advanced Case Alerts feature, mapping entry points so it integrated smoothly into existing workflows.
- Applied and adapted current UI patterns to make the new flow intuitive without disrupting user habits.
- Went beyond the feature request by embedding the solution strategically across the product, reducing adoption friction.
- Delivered system-ready wireframes that smoothed transition into polished UI and development.

Product Designer/Strategist | Interflow Studio, Los Angeles, CA 08/2019-04/2025

Project-based role supporting early-stage startups with UX strategy and product design.

- Improved UX of an AI-powered e-greeting platform, boosting satisfaction by 76%.
- Designed onboarding/personalization for a yoga app MVP, shaping product vision.
- Redesigned purchasing flow for a two-way music marketplace to reduce decision fatigue and build user confidence; improved conversion rate by 18%.
- Reimagined a legal services website with emotionally-aware UX that boosted qualified leads by 30%.

Product Designer (contract) | Stealth AI Startup, Los Angeles, CA 09/2023-10/2024

An early-stage startup focused on leveraging AI to build solutions for emotional well-being.

- Designed and tested a human-like chatbot experience that boosted emotional trust and user satisfaction by 50%.
- Conducted usability studies with 180+ users to refine onboarding, mood capture, and conversation features; improving task completion by 40%.
- Introduced an image-based emotion reflection tool, increasing engagement by 60% and enabling expressive check-ins.
- Prototyped AI-powered conversation flows to test narrative structure and emotion recognition, enabling faster iteration and deeper user insights.

Education

University at Buffalo, SUNY | Buffalo, NY 06/2014-06/2016

Master of Art - Urban Planning and Design

University at IKIU | Qazvin, Iran 06/2008-01/2013

Bachelor of Art - Urban Planning and Design

 [Saharmirzaei.com](https://saharmirzaei.com)

 Saharmirzaei.far@gmail.com

 linkedin.com/in/sahar-mirzaei/

 (716) 393-7667

 Los Angeles, CA

Skills

End-to-end product discovery,
Behavioral and emotional design,
Journey mapping,
Rapid prototyping and iteration,
Inclusive and accessible design,
User research synthesis,
Strategic problem framing

AI & Tools

Figma
V0.dev
Notion AI
Miro
Maze
Webflow
Loom
Uizard
ChatGPT
(for ideation and iteration)

Code-aware

Comfortable collaborating
with engineering; familiar
with HTML, CSS, JavaScript

Interests

Creative Mindfulness
Workshop Facilitation
Event Design