

## Contact

[www.linkedin.com/in/ghazalehsorouh](https://www.linkedin.com/in/ghazalehsorouh) (LinkedIn)

## Top Skills

Education

Analytical Skills

Problem Solving

## Languages

French (Elementary)

English (Full Professional)

## Certifications

Design KPIs: From Insights to Impact

Agile Product Lifecycle Management  
9 Certified Implementation Specialist

Design for the 21st century with  
Donald Norman

# ghazaleh soroush

Product Design Manager @Snapp!  
Dubai, Dubai, United Arab Emirates

## Summary

As an Industrial Designer turned UX Designer, I specialize in crafting user-centered digital products. My journey from industrial to digital design reflects my passion for creating intuitive, aesthetically pleasing, and user-friendly products.

## Experience

### Snapp!

2 years 10 months

#### Product Design Manager

May 2023 - Present (1 year 1 month)

Leading a team of skilled product designers to create practical, functional, and artistically appealing products for consumers.

#### Product Design Lead

August 2021 - May 2023 (1 year 10 months)

As Snapp's Product Design Lead, I've enhanced our ride-hailing app's user experience, boosted team efficiency and productivity, and grown as a resilient leader through overcoming challenges. My tenure at Snapp has been enriching, shaping my career journey ahead.

### Jahad Daneshgahi Sharif

#### Education Professional

October 2023 - Present (8 months)

Iran

In this course, I guide aspiring designers, teaching Design Thinking through a mix of theory and hands-on learning. My focus is on practical skills for real-world challenges, fostering a creative, analytical, and passionate learning environment for product design and innovation.

### UserX Acadmey

#### Education Mentor

July 2022 - Present (1 year 11 months)

Iran

In my course, I help aspiring product designers and problem-solvers master Design Thinking through hands-on activities and real-world examples, blending theory with practical skill development.

### Spiral Design Center

Teacher and Mentor

May 2023 - Present (1 year 1 month)

Iran

I instruct Design Thinking with a focus on practical skills, using hands-on activities and real-world cases to foster creativity and critical thinking in product design. My teaching emphasizes individual potential and collaborative learning.

### nizek

Head of Product Design

February 2021 - March 2022 (1 year 2 months)

Kuwait

As Head of Product Design at Nizek in Kuwait, I led the design of user-friendly applications and websites for major GCC companies, aligning closely with stakeholders to meet customer needs. My focus on customer-centric design contributed to successful product launches and value delivery for clients, including Dabdoob, NatureLand, Temoor, and others.

### Noble Pixels Web Development Studio

UX Designer

January 2020 - March 2021 (1 year 3 months)

Canada

As a UX Designer at Noble Pixels, a top Canadian creative agency, I contributed to diverse digital projects, from web to mobile apps. My collaboration helped innovate and enhance user experiences, pushing the digital creative frontier in Canada.

### SimiaRoom | A Mental Health Company

Product Designer

April 2018 - February 2020 (1 year 11 months)

As a UX designer in Simiaroom startup, I used to research about users and their needs and generate ideas and create digital solutions which satisfy both users and business sides.

My tasks and responsibilities :

- Providing user flow diagrams

- Prototyping (with adobe XD )
- Creating user research questionnaire

My presentation in Startup Istanbul :

<https://www.aparat.com/v/3w6tO>

Simia Service Co.

Service Designer

March 2016 - April 2018 (2 years 2 months)

Tehran Beautification org. سازمان زیباسازی تهران

Urban Designer

August 2015 - March 2016 (8 months)

Ahoo Design

Founder

August 2012 - August 2015 (3 years 1 month)

Ahoo is an event planning business based on making people smile!

ShahinKhodro co.

Industrial product designer

October 2011 - August 2012 (11 months)

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## Education

Iran University of Science and Technology

Master of Arts - MA, Industrial and Product Design

Mahan Business School

Master of Business Administration - MBA, Business Administration and Management, General · (December 2019 - November 2021)

Tabriz Islamic Art University

Bachelor of Arts - BA, Industrial and Product Design · (2009 - 2012)

Islamic Azad University

Bachelor's degree, Applied Mathematics · (September 2007 - February 2009)

Farasat

High School , Mathematics · (2004 - 2007)

