

Sahar Zavaree | Senior UX / Product Design Lead

Based in Washington DC Area | [LinkedIn](#) | Website: www.saharzavaree.com

Experience

Guidehouse | Rockville, MD | Jan 2020 – Present

UX / Product Design Manager | Jan 2022 – Present

- Managed and led a high-performing UX team, growing from a single designer to a team of seven researchers and designers delivering multiple enterprise digital products.
- Hired, coached, and developed UX designers through mentorship, continuous feedback, and personalized growth plans, resulting in strong retention and career progression.
- Established a unified operating model that streamlined delivery timelines, improved design consistency, enhanced product quality across releases, and strengthened collaboration among design, engineering, business, and marketing teams.
- Oversaw and led full-cycle product launches, from discovery and concept through deployment, managing UX strategy, design execution and post-launch improvements.
- Partnered with cross-functional leadership to integrate design thinking practices throughout the product development lifecycle.
- Delivered clear, engaging design presentations to senior stakeholders to influence strategic direction and align teams on goals and priorities.
- Defined and executed product design strategies in collaboration with senior product and engineering leadership, ensuring alignment with business goals and technical feasibility.
- Promoted user-centric and data-informed design practices across product, technical, and business decision-making.

Product Design Lead | Jan 2020 – Jan 2022

- Led user research and product discovery using interviews, user testing, co-design, and behavioral analytics—leveraging tools like Salesforce and Google Analytics—to identify insights that informed strategic design decisions.
- Planned and facilitated design workshops with cross-functional teams to gather design and business requirements, generate ideas, and uncover stakeholder insights.
- Synthesized research findings through affinity diagrams, card sorting, personas, user flows, and journey maps to translate complex needs into actionable user-centered design solutions.
- Presented and articulated complex UX concepts through wireframes, user flows, and design prototypes to stakeholders at all levels throughout all stages of product development.

- Collaborated closely with developers during sprints, ensuring seamless design implementation through constant communication, feedback, iterative refinement, and visual QA.
- Designed and launched digital products with a strong understanding of content strategy, system design, usability, accessibility, analytics, and information architecture.
- Designed products in compliance with Section 508 accessibility standards to ensure inclusive user experiences.
- Contributed to AI-driven concept design initiatives, exploring generative and predictive interface models to enhance user engagement.

Capitol Canary | Arlington, VA

User Experience Researcher and Designer | Apr. 2018 - Dec. 2019

- Executed diverse UX research studies, identifying customer pain points and translating them into design opportunities for digital advocacy tools.
- Collaborated closely with engineers, PMs, and business analysts to deliver research-driven design recommendations aligned with user needs and business strategy.
- Designed user interfaces and interactive prototypes in Sketch and InVision, validating concepts through iterative usability testing.

University of Maryland, School of Information Studies | College Park, MD

Teaching Assistant (TA) - Data Visualization Course | Sep. 2018 - May. 2019

- Supported student learning through office hours, assignment reviews and project guidance.

Nimlok Minnesota | St Paul, MN

Custom Exhibit Designer | Aug. 2015 - July. 2017

- Designed immersive 3D environments using Vectorworks, Tailoring each experience to client identity and audience engagement goals.

Education

University Of Maryland | College Park, MD

MS in Human Computer Interaction | Sep. 2017 - May. 2019

Amirkabir University | Tehran, Iran

MS in Industrial Design | Sep. 2013 - Feb. 2015 /

Azad University, College of Arts and Architecture | Tehran, Iran

BA in Industrial Design | Jan. 2008 - July. 2012

Skills

Core Competencies: Design Leadership, People Management, Team Mentorship & Development, Cross-Functional Collaboration, Design Strategy, Agile & Lean UX, Data-Driven Design, Team Mentorship and Coaching, Product Vision Alignment, UX Research & Synthesis, Usability Testing, A/B Testing, Interview, Persona, User Journey Map, Card Sorting, User Flow, Prototyping.

Tools: Sketch, Figma, Adobe Creative Suite, Google Analytics, Salesforce HTML/ CSS (Familiar), JAVAS-CRIPT (Familiar)