

Sahar Zavaree | Senior UX / Product Design Lead

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

Experience

Dovel Technologies - A Guidehouse Company

Jan. 2020 – Present / Rockville, MD

UX / Product Design Manager

Jan 2022 – Present

- Successfully positioned the UX design as a critical component of organizational development by persuading leadership, internal stakeholders, and team leads to incorporate user experience in all product development decisions from strategic planning to development.
- Expanded the UX team from one designer to a high-performing team of seven UX designers and researchers.
- Led and empowered the UX team through continuous mentorship, fostering a collaborative and growth-oriented environment. Conducted regular performance reviews, set clear expectations and provided guidance, contributing to high retention rates and team development.
- Supervised and guided the UX team on selecting appropriate methods and procedures during the product design and development lifecycle, ensuring design integrity and user-centric outcomes.
- Implemented and applied the design thinking process standard procedures within the organization including design critiques and collaborative brainstorming sessions.
- Partnered with product strategy leads and technical product managers to outline and strategize the future services, align on user needs and business objectives resulting in streamlined user experienced across multiple services.
- Effectively managed and prioritized design tasks, ensuring timely delivery, consistency, and high-quality outcomes across all project phases.

Product Design Lead

Jan 2020– Present

- Designed, developed, and led a range of user research methods such as interviews and focus groups with a strong emphasize on human-centered design principles.
- Collaborated with cross-functional teams and engaged with stakeholders to gather design and business requirements while analyzing user behavior by leveraging tools like Salesforce and Google Analytics during design process.
- Synthesized research findings using techniques such as affinity diagrams, card sorting, empathy maps, personas, user flows, and journey maps to create actionable insights.
- Integrated complex business requirements and research findings into designs and facilitated co-design sessions to refine and enhance design decisions.

- Ensured alignment of design solutions with organizational goals and user needs by conducting concept validation sessions with internal stakeholders and end users.
- Presented design recommendations effectively to business analysts, product owners, project managers, developers, UX designers, section 508 SMEs, and clients throughout all stages of design and development.
- Supported the development team in implementing designs by actively participating in grooming sessions, maintaining constant communication, reiterating designs, and performing visual QA during the sprints.
- Designed products in compliance with Section 508 accessibility standards, ensuring inclusive user experiences.
- Mentored junior UX designers and successfully onboarded new UX team members, fostering a collaborative and knowledgeable team environment.

Phone2Action (Capitol Canary) / User Experience Researcher and Designer

Apr. 2018 - Dec. 2019 / Arlington, VA

- Conducted a variety of UX research methods, including interviews, card sorting, and usability testing, to identify customer needs and inform design decisions.
- Partnered with developers, project managers, and UX designers to effectively communicate research findings and propose actionable design solutions.
- Developed ideas and paper prototypes, designed user interfaces using Sketch, and created interactive, clickable prototypes in InVision to validate concepts.
- Conducted usability testing, analyzed feedback, and refined designs to enhance usability and align with customer expectations.

University of Maryland, School of Information Studies / Teaching Assistant (TA) for Data Visualization Course

Sep. 2018 - May. 2019 / College Park, MD

- Held the office hours, responded to students' questions and graded the assignments.

Nimlok Minnesota / Custom Exhibit Designer

Aug. 2015 - July. 2017 / St Paul, MN

- Ideated and developed unique concepts for custom exhibit designs, tailored to client needs and branding.
- Designed and rendered immersive 3D environments using Vectorworks and Artlantis, delivering visually compelling presentations and accurate spatial representations.

Education

University Of Maryland / MS in Human Computer Interaction

Sep. 2017 - May. 2019 / College Park, MD

Amirkabir University / MS in Industrial Design

Sep. 2013 - Feb. 2015 / Tehran, Iran

Azad University of Tehran Southern Branch, College of Arts and Architecture / BA in Industrial Design

Jan. 2008 - July. 2012 / Tehran, Iran

Skills

Core Competencies: Team Leadership People Management, UX/UI Design Leadership, Team Mentorship and Development, Agile and Lean UX Processes, Data Driven Design, Cross Functional Collaboration, performance management and coaching, Qualitative and Quantitative Research, Contextual Inquiry, Moderated and Unmoderated Usability Testing, A/B Testing, Heuristic Evaluation, Online/In Person Interview, Persona, User Journey Map, Survey, Card Sorting, User Flow. Brainstorming, Participatory Design, HMW Questions, Storyboarding, Low and High-Fidelity Prototyping. Software: Sketch, Figma, Adobe, familiar with HTML, CSS, JAVAS-CRIPT