

Sara Agheli

Senior Product Designer · Product Analysis · Design Systems · AI-assisted design

Dubai · Open to relocation
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PROFILE

Product designer with 8+ years on commerce, booking and ERP products: e-commerce and marketplace apps, and a Web POS, retail and online booking platform. Much of my work is product analysis: turning legacy logic and vague requirements into clear flows, rules and specs. I lead TEI's design system, and AI is part of how I work every day.

EXPERIENCE

Product Designer (official title: UX Designer) · Total e Integrated Sep 2021 – Present

Club management software for golf courses, restaurants and retail.

- Use AI daily: AI agents that plan, build and review design-system work, AI-assisted UX reviews of developed tasks, and the user-flow analysis for a conversational AI booking assistant.
- Design across Web POS, retail and online booking: checkout and payments, in-store and e-commerce returns and refunds, kiosk and customer-facing displays, and tee-time, event and activity bookings.
- Proposed and lead TEI's design system: wrote the AI-assisted token convention that started it and built the Angular documentation site, with usage guidance and code examples, so developers build consistent UI on their own.
- Run discovery before design: audit legacy workflows, interview client operators and experts, and frame problems, rules and edge cases.
- Align product managers and stakeholders with wireframes and prototypes, hand off detailed specs and review every build before release.
- Mentor a junior designer; go-to person for business-logic questions across product, development and QA.

UX/UI Designer · Fava Gostar-e Mes Jun 2021 – Oct 2021

- Designed HSE and BPM modules in an ERP system from on-site observation of real workflows.
- Ran A/B tests on key flows and tracked conversion to guide design decisions.

UX/UI Designer · Negin Gohar Zamin (Jahad Nasr Holding) Dec 2020 – Sep 2021

- Designed ERP modules for dashboards and data visualization, HR management and proposal generation.

UX/UI Designer · Zoodex (project) Sep 2020 – Dec 2020

- Designed the customer ordering flow and the courier app for a food delivery marketplace connecting customers, restaurants and couriers.

UX/UI Designer · Control Adad Aug 2018 – Sep 2020

- Consumer, e-commerce and marketplace apps for international clients: eZoo (pet marketplace), Road Shop (location-based marketplace), YourBest (health consulting), a food delivery app and YourFarm (farm e-commerce).
- Worked as product owner assistant on several projects.

Junior UI Designer · Arta Software Development (CRM system) May 2016 – Jan 2017

SKILLS

Product: Product analysis, problem framing, business rules and specs, discovery interviews, user flows

Design: Interaction design, prototyping, visual design, design systems (tokens, components, documentation)

AI: AI agents, AI-assisted prototyping, research and UX review, prompt design

Build & tools: Figma, Jira, Confluence, HTML, CSS, Angular (with AI coding tools), Git

Collaboration: Working with product managers, engineers and QA; mentoring

Domains: e-commerce, retail POS, online booking, marketplaces, ERP · English B2

EDUCATION

MSc Computer Software Engineering · Ferdowsi University of Mashhad 2017 – 2021

BSc Computer Software Engineering · Vali-e-Asr University of Rafsanjan 2009 – 2014