

# Parniyan Rahbar.

I'm a designer who thrives on collaboration and problem solving. Recently, I used AI to help make the exam registration and support process feel more natural and user-friendly.

## WORK EXPERIENCE

### Kryterion - Credentialing and certification Platform

SENIOR UX DESIGNER | FEB 2024 - CURRENT

Led the redesign of the item creation flow on Webassessor, leveraging AI to streamline exam item generation with the goal of enhancing usability and increasing item creation volume.

Mentored and provided constructive feedback to junior designers, guiding them in best practices, design thinking, and user-centered methodologies to improve overall team output and product quality.

UX DESIGNER | MARCH 2023 - FEB 2025

Executed end-to-end design for a SaaS credentialing platform used by over a million users, completing the project within 12 weeks. Delivered seamless experiences across responsive web and native mobile apps (iOS, Android).

Designed a checkout process for purchasing exams on Webassessor (SaaS credentialing platform), reducing cart abandonment rates by 18% and increasing checkout speed by 12%.

Facilitated cross-functional planning and design review sessions with 30+ stakeholders, including product, engineering, clients, and QA teams, to gather feedback, align on priorities, and refine UX solutions.

Derived 10 key features from conducting client interviews and competitive analysis, designing and launching 4, resulting in a 30% reduction in the exam drop-off rate, as tracked by Pendo (third-party product analytics).

Developed a brand-aligned design system from scratch, creating 30+ reusable components. Ensured a cohesive visual identity and consistent user experience across 3 touchpoints (web, mobile, iOS, and Android platforms).

### Tabnam - AI-Powered Customer Experience

UX DESIGNER | JAN 2023 - JUNE 2023

Led the end-to-end design process for the Tabnam dashboard and mobile app, from initial concept to final design, used by 100+ businesses to visualize customer feedback in real-time and drive actionable insights.

Developed the 'AI-Powered Product Suggestions' feature for Tabnam, derived from in-depth client interviews and market analysis, leading to 20+ new clients and significant company growth.

### BoreDM - Geotechnical data platform

PRODUCT DESIGNER (CONTRACT) | FEB 2022 - DEC 2022

Designed an end-to-end comprehensive dashboard and mobile app for BoreDM, streamlining borehole logging and laboratory testing for 8 state government projects.

Reduced data entry error rates by 20% through the strategic implementation of AI and advanced filtering options, derived from conducting 100 comprehensive surveys.

### Merge - Full-service advertising agency

UX DESIGN INTERN | JUNE 2021 - AUGUST 2021

Worked closely with the UX research team to craft personas and journey maps aimed at improving user retention for the Premera Blue Cross website.

Collaborated with a team of 3 designers and 5 developers to iterate on the design and launch the Merge website.

## MY INFO

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## EDUCATION

### BS HCDE (Human Centered Design & Engineering)

University of Washington (Seattle) | 2020 - 2023

### BS Industrial Engineering

University of Mehrastan | 2012 - 2015

## SKILLS

Low-fidelity and high-fidelity wireframes  
Creative ideation  
Enterprise UX / SaaS workflows  
Storyboarding  
Prototyping  
Accessibility (WCAG or inclusive design)  
Interaction design  
Design system scalability  
Responsive design  
Typography & iconography

Qualitative/quantitative research  
Competitive analysis  
Usability testing  
Persona/journey Map  
Card sorting  
Empathy map  
Heuristic evaluation  
Interview surveys

Figma  
InVision  
Adobe illustrator  
Adobe photoshop  
Balsamic  
Miro  
Sketch

HTML/CSS Basics

Python

## LANGUAGES

Farsi  
English