

Betsabeh Yeganeh | Product Designer

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Selected Experience

Zanboree | Founder & Product Designer | 2025–Present

- ❖ Founded a children's cultural play brand from 0→1, owning the complete product lifecycle — from user research and concept through design, manufacturing, launch, and sales.
- ❖ Led upfront product discovery with Persian diaspora parents — validating problem-market fit, testing willingness to pay, and surfacing key needs — before a single element was designed, directly informing the core value proposition, feature set, and pricing strategy.
Designed 16 original illustrated characters entirely from scratch — sketch → Adobe Illustrator → production-ready files — accounting for physical constraints including material sizing, cut paths, layering, and toddler safety standards.
- ❖ Tested and refined the product across three progressive rounds — initial concept feedback, low-fidelity prototype reviews with parents, and in-person play observation with real toddlers — using each round to make specific design decisions before advancing to the next stage.
- ❖ Ran a deliberate soft launch of a first-of-its-kind product, executing a full marketing strategy across Meta ads and Instagram — which organically attracted a 300K-follower influencer who featured the product unpaid — resulting in \$3,200 in revenue and a live demo at the Children's Discovery Museum of San Jose.

Kinectrics | UX/UI Designer | Jun 2021–Feb 2024

- ❖ Served as the company-side UX/UI designer on a 6-month public website redesign in collaboration with a third-party agency — translating company needs into design direction, reviewing Figma deliverables, providing iterative feedback, and co-designing key layouts to ensure alignment with business goals.
- ❖ Redesigned the company intranet from a fragmented, outdated SharePoint system — running stakeholder interviews and card sorting with 8 department heads to define information architecture, designing and building 8 department microsites with role-based permissions, and creating a dynamic homepage that transformed a system employees avoided into one they actively engaged with daily.
- ❖ Designed and digitized the 3 most-used internal company forms — mapping user flows, designing the interface, and configuring automated SharePoint workflows to eliminate manual email chains and reduce process errors.
- ❖ Sole designer on 2 internal employee apps (vacation booking and lost & found) built on Power Apps — conducting user research, defining user flows, and creating wireframes and final designs in Figma in close collaboration with developers.

Education

M.A., Human Experience Design

Cal State University, Long Beach
2020

B.S., Computer Science

Islamic Azad University
2010

Skills

User Research & Discovery
Information Architecture
User Flows & Task Flows
Interaction Design
Wireframing & Prototyping
Usability Testing
A/B Testing
Iterative Design
Visual Design
Responsive Web Design
End-to-End Product Design
Physical Product Design
SharePoint Development

Tools

Figma
Adobe Illustrator
Adobe Photoshop
Adobe XD
SharePoint
Power Apps
HTML
CSS