

Sohrab Zia

Product Designer

Kuwait | [Email: ziasohrab@gmail.com](mailto:ziasohrab@gmail.com)

[Portfolio: sohrabzia.github.io](https://sohrabzia.github.io) | [LinkedIn: linkedin.com/in/soharabzia](https://linkedin.com/in/soharabzia) | [GitHub: github.com/sohrabzia](https://github.com/sohrabzia)

Professional Summary

Product designer based in Kuwait with 14+ years of experience designing responsive web and mobile products. Combines product strategy, information architecture, interaction and interface design, user flows, prototyping, stakeholder requirements, and design handoff with hands-on HTML, CSS, and JavaScript implementation.

Core Skills

Product & Interface Design: Product Strategy, Interaction Design, Prototyping, Design Systems, Figma

Frontend Implementation: HTML, CSS, JavaScript, React, Tailwind CSS

Responsive & Inclusive Design: Responsive Design, Accessibility, RTL & Bilingual Interfaces

Platforms & Workflow: Git, GitHub, SharePoint, Microsoft Power Pages, Adobe Creative Suite

Professional Experience

Diyar United Company

Web / Graphic Designer | June 2015 - Present

Scope: Product design, interaction design, and frontend delivery

- Translate product and stakeholder requirements into clear user flows and responsive interface solutions for web and mobile products.
- Create prototypes and reusable UI patterns, refining usability and interface details through user and stakeholder feedback.
- Collaborate with product managers and engineering stakeholders through design handoff and frontend delivery using HTML, CSS, and JavaScript.

Sparkle Events

Web / Graphic Designer | April 2013 - June 2015

Scope: Web design, Magento production, and digital campaign delivery

- Designed web pages, digital banners, advertisements, and brochures within a Magento CMS environment to support consistent campaigns and content updates.
- Served as the lead technical resource for user experience and interface design, translating requirements into practical web solutions.
- Applied software-development, security, and quality-control standards so design deliverables aligned with organizational practices.

Talabat.com

Junior Designer | June 2012 - April 2013

Scope: Digital design and HTML email production

- Created web pages, digital banners, advertisements, and brochures for customer-facing digital campaigns.
- Designed and developed HTML email campaigns for reliable cross-platform rendering.
- Optimized images while preserving visual quality and resolved day-to-day issues with clients and vendors to keep delivery moving.

Selected Projects

Hayakom

Lead Product Designer | 2024 | Kuwait Public Authority for Sport

- Led product design from discovery and information architecture through live match, event, team, player, ticketing, and booking user flows.
- Designed reusable Figma components and bilingual Arabic and English interfaces with complete RTL and LTR behavior.
- Carried product decisions through design handoff and implementation, helping ship one coherent official app for sports, events, ticketing, and tourism.

Kuwait Drug Prices

Designer and Developer | 2026 | Personal public-interest project

- Designed and developed a search-first responsive platform that turns official medicine pricing documents into structured, filterable public information.
- Defined the data structure, search behavior, and interface for lookup by medicine name, active ingredient, manufacturer, and category.
- Shipped a mobile-friendly front end that provides a clearer route to official pricing information without requiring people to navigate the original documents.

Ahmad Al-Jaber Oil & Gas Exhibition

Lead Designer | 2018 | Kuwait Oil Company

- Led the information architecture and responsive redesign of a national exhibition website for schools, delegations, and general visitors.
- Organized dense institutional content around visitor needs, with clear exhibition stories, gallery presentation, and practical visit information.
- Created responsive frontend patterns and a clear design handoff, giving the exhibition a more coherent public-facing journey across mobile and desktop.

Certification

ITIL 4 Foundation | 2022

Education

Bachelor of Science in Information Technology (BSIT)

Alliance International University | 2014 - 2017

Languages

English: Professional proficiency | Urdu: Native