

Sara Shahnoosh

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I work at the intersection of behavioral science, AI, and product design. I design AI-powered learning features, like personalized quizzes generated from students' own notes, and I use AI in my own process to prototype ideas quickly before they reach engineering.

Experience

Knowunity — Berlin, Germany May 2024 – Jul 2026

Product Designer

- AI-powered learning app used by students across Europe and the US; embedded in the mobile product team.
- Grew Day-One Retention 30% by designing and shipping the US mobile app's quiz flow end-to-end, from concept to launch.
- Drove 38% subscription growth by owning AI-powered personalization and activation features across the mobile app.
- Designed and A/B-tested paywall and AI usage-limit experiments across 6 European markets; shipped winners, including a limit redesign that raised MRR 46% and LTV 18%.
- Reduced design-to-engineering friction by extending the design system as a shared internal tool, built in close collaboration with engineering.
- Ran weekly usability interviews to continuously improve shipped features, feeding findings back into design.

Headspace Health — Remote May 2023 – Sep 2023

UX & Strategy

- Brought in to solve one of the product's biggest problems, content discovery, using systems thinking to research across teams and bridge toward a solution.
- Audited the product through heuristic review, behavioral data analysis, and longitudinal testing, working within the compliance and content guidelines that govern health information, improving content discoverability by 10%.
 - Led cross-functional workshops to align product, content, and taxonomy teams around research findings and design solutions.

Center for Digital Experiences, Pratt Institute — New York, NY Sep 2021 – Jun 2023

UX Consultant

- Contract research and design studio within Pratt's School of Information; engagements included Pratt Institute, Terra Foundation, Broadway.com, and Brataa Production.
- Increased grant applications 25% by redesigning Terra Foundation's mobile app end-to-end, from research and information architecture through shipped UI.
 - Lifted applicant submissions 6% on Pratt Institute's website by delivering four usability recommendations from eye-tracking research.
 - Conducted usability testing for Brataa Production, producing data-driven and WCAG-aligned accessibility recommendations.
 - Improved accessibility compliance for Broadway.com with WCAG-aligned design system updates.

OGA Wellness — Berkeley, CA Mar 2022 – Dec 2022

Founding Designer

- Women wellness app for both mobile and web applications.
- Took a 0 → 1 product from proof of concept to MVP — 355 subscribers, 52 educators onboarded — owning end-to-end design as sole designer.

CALM Lab, University of California, Berkeley — Berkeley, CA Aug 2018 – May 2019

Research Assistant

- Psychology research lab studying how emotion and impulsivity relate to mental health.
- Conducted literature reviews and produced research reports, posters, and presentations.
 - Designed interview questions and surveys; recruited, screened, and interviewed study participants.

Education/Certification

Pratt Institute
M.S., Information Experience Design
New York, NY
2023

University of California, Berkeley
B.A., Psychology
Berkeley, CA
2019

CITI Program
Human Research — Group 1, Biomedical
Research Investigators
Human-subjects research ethics

Skills

PRODUCT DESIGN
End-to-end UX, mobile app design, interaction design, prototyping, UI design, design systems, information architecture, AI feature design, accessibility (WCAG)

RESEARCH & DATA
Usability testing, user interviews, A/B testing & experimentation, quant/qual analysis, eye-tracking studies, card sorting, affinity diagramming, empathy studies

COLLABORATION
Cross-functional workshops, stakeholder alignment, design handoff, working with PM & engineering in agile teams

TOOLS
Figma, Adobe XD, Lucidchart, HTML/CSS, Voiceflow, Dscout, Optimal Workshop, Tobii Pro, Hotjar, Metabase, Google Analytics, SurveyMonkey, Claude Code, Figma Make, Stitch, Codex