



Narges Tavakoli

Senior UX Designer | Design Strategist



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Senior UX Designer with 10+ years of experience designing enterprise digital products, leading end-to-end UX, and delivering scalable user-centered solutions through research, strategy, and cross-functional collaboration.

WORK EXPERIENCE

Arrow Electronics | Centennial, CO

Senior UX Designer March 2022 – Present

Lead UX strategy and end-to-end product design for Arrow's global digital commerce platform, supporting the company's digital transformation across enterprise B2B and B2C experiences.

Selected accomplishments

- Led UX strategy and delivery across three product pods, partnering with Product, Engineering, CX, Research, and business stakeholders to define and launch enterprise solutions.
- Played a key role in OneArrow, unifying legacy B2B and B2C platforms into a single global customer experience.
- Led end-to-end design for strategic initiatives including HyperOrchestration onboarding & Registration, Digital Test Drive, navigation redesign, and enterprise commerce experiences.
- Facilitate discovery sessions, align cross-functional teams, and translate complex business requirements into scalable, user-centered solutions.
- Evolve Arrow's enterprise design system by introducing new components, refining existing patterns to improve consistency, scalability, and adoption across products.
- Developed scalable navigation, information architecture, and reusable content templates that improved usability and content governance.
- Partner with researchers to plan studies, synthesize insights, and validate design decisions through user research and usability testing.
- Help grow the UX organization by interviewing, mentoring, and onboarding UX designers while contributing to design best practices.

University of Wisconsin-Stout | Menomonie, WI

Assistant Professor in Graphic Design & Interactive Media

Aug 2020 – Jan 2022

- Taught undergraduate and graduate courses in User Experience Design, Web Design, HTML, CSS, and JavaScript.
- Mentored students through research, interaction design, prototyping, usability evaluation, and presentation of design solutions.
- Developed curriculum emphasizing human-centered design and real-world product development.

Jobinja | Tehran, Iran

Product Designer May 2017 – Aug 2017

- Led the end-to-end design of a CV Builder product for one of Iran's largest recruiting platforms, collaborating with stakeholders from discovery through usability testing and launch.
- Designed a standardized resume creation experience that simplified the hiring process for both candidates and recruiters.

Netbarg Daily Deal | Tehran, Iran

Product Designer Jun 2016 – May 2017

- Designed web and mobile experiences for e-commerce and food delivery products in an Agile environment, collaborating with cross-functional teams from concept through delivery.

Hoodad GR | Tehran, Iran

Product Designer Dec 2014 – June 2016

- Led UX activities including user research, information architecture, wireframing, visual design, and usability testing across multiple digital products.

EDUCATION

Louisiana State University | BR, LA

2017– 2020

MFA in Graphic Design

Art University of Tehran | Tehran, Iran

2012 – 2015

MA in Visual Communication

University of Tehran | Tehran, Iran

2007 – 2011

BS in Statistics

SKILLS

Product Design

End-to-End Product Design, UX Strategy, Systems Thinking, Service Design, Design Systems, Interaction Design, Information Architecture, User Research, Usability Testing, Journey Mapping, Wireframing, Prototyping, Accessibility (WCAG)

Leadership

Cross-functional Leadership, Design Workshops, Stakeholder Management, Product Strategy, Design Critique, Design Operations, Mentoring, Hiring

Tools

Figma, FigJam, Miro, Adobe Creative Suite, HTML, CSS, JavaScript

CERTIFICATES

User Experience (UX): The Ultimate Guide to Usability and UX

David Travis | Udemy | 2020