

Soraya Elchehimi

LinkedIn
Portfolio
San Francisco, CA
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EXPERIENCE

Product Designer, Pebl

June 2026 — Present

Palo Alto, CA · Series B Startup

- Enabled teams to invoice clients **3x** faster by creating a unified billing experience using a custom design-to-code skill in Claude and consolidating three systems, eliminating inefficient cross-platform workflows.
- Cut competitive analysis time by **4x** by building a Figma plugin that pulls Mobbin references directly into Figma using Figma Agent.
- Created a quoting tool that lets **25+** account executives generate quotes for 185 countries in **under 5 minutes**, cutting creation time by **75%**.
- Re-engineered prospect flows so clients can self-book demos instantly, removing email delays.

Founding Product Designer, Clairify AI

June 2025 — Present

San Francisco, CA

- Delivered a **\$2M** valuation as founding designer at a seed-stage B2B SaaS startup, leading **0→1** design of an AI Chief of Staff mobile and web platform.
- Built a **200+** component design system in under **2** weeks, establishing scalable interaction patterns and accessibility standards.
- Owned end-to-end UX — research, wire framing, prototyping, usability testing, and developer hand off — collaborating cross-functionally to align user needs with business goals.

Web Designer, City of Surrey

March 2023 — June 2025

Vancouver, Canada

- Maintained WCAG compliance on surrey.ca for **100K+** monthly users including plain language editing, alt text, color contrast, and user flow optimization.
- Published strategic web content and collaborated with internal teams to align communications with organizational objectives.

PROJECTS

UX Researcher & Video Editor, New York Times Playlist

Nov 2022 — Dec 2022

- Led user interviews revealing **80%** of users preferred audio for multitasking news consumption, leading to the design of an audio-based feature for NYT.
- Interviewed **14** users finding **2x** higher engagement with personalized audio content.
- Crafted video content to communicate the problem space and solution, aligning stakeholder vision.

Interaction Designer & Video Editor, Untangled for Wool & the Gang

Sept 2022– Nov 2022

- Surveyed **147** knitters and found **32%** quit projects due to repetitive patterns.
- Designed a mobile app with real-time progress tracking, reducing pattern frustration for **70%** of beta testers.

EDUCATION

Simon Fraser University

2019 – 2024

Bachelors of Science, Interactive Arts and Technology with a concentration in Design

SKILLS

AI & Design Tools

- Claude, Figma, Figma Make, Figma Agent, Framer, Lovable, Replit, Storybook, Maze, UserTesting, Miro, InDesign, Illustrator, Photoshop

Skills

- UX & UI Design, AI Prototyping, A/B Testing, Design Thinking, UX Research, Usability Testing, User Interviews, Wire framing, UX Writing, Branding, Developer Handoff, Design Systems, HTML + CSS, Responsive Design, WCAG Accessibility