Amirreza Nezami

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Senior UX/UI Designer – Accessibility & Design Systems

UX/UI Designer with 6+ years of experience designing accessible, user-centered digital products for finance, technology, and SaaS companies. Skilled at leading end-to-end UX processes, facilitating design thinking workshops, and building scalable design systems aligned with WCAG accessibility standards. Known for turning complex problems into inclusive, visually cohesive experiences that drive measurable results.

Skills

Figma, Sketch, InVision, UX Research, Usability Testing, Prototyping, Design Thinking Workshops, Design Systems, Inclusive Design, WCAG 2.1, Human-Computer Interaction, Agile/Iterative Design, Visual Design, Interaction Design, Cross-Functional Collaboration, Storytelling

Professional Experience

Project Administrator – IT & Design Projects
HSA Inc., Richmond Hill, ON | Jan 2024 – Present (Hybrid)
- Lead end-to-end UX/UI design for internal and client-facing web tools, supporting the Frontline IT team in optimizing workflows and digital accessibility.
- Created design documentation and visual guidelines to align with brand and accessibility standards, mproving design-to-development handoff efficiency by 30%.
- Collaborated with developers and business analysts in agile sprints to deliver wireframes, prototypes, and user journeys across multiple digital properties.
- Facilitated design reviews and contributed to usability testing, reducing post-launch design issues by 25%.

UX Designer
Hami Ofogh Farda | Remote | Aug 2020 – Sep 2023
- Designed and improved multi-platform digital products with a focus on usability, responsive design, and accessibility.
- Led UX research and usability testing, gathering insights from stakeholders and users to inform design decisions and improve task completion rates by 40%.
- Built and maintained a modular design system for consistency across mobile and web platforms, reducing design duplication by 35%.
- Partnered with developers and content strategists to ensure visual coherence and cross-site brand alignment.

Graphic User Interface Designer
PixelSense Agency | Remote | Mar 2019 – Mar 2020
- Designed UI components and visual layouts for marketing and product design initiatives across web and mobile platforms.
- Created prototypes and interactive mockups to communicate design intent to clients and developers.
- Supported the development of a unified design standard, improving client satisfaction scores by 20%.

Selected UX Projects

Investor's Edge UX Accessibility Redesign (CIBC)
• Conducted accessibility audit (WAVE + NVDA), fixing WCAG 2.1 issues like missing labels and broken skip links, improving task completion by 25%.
• Redesigned onboarding and chat experience, reducing navigation errors by 30% and boosting customer support efficiency.
• Proposed gamification strategies (progress tracking, badges, quizzes) to increase user engagement and retention.

MapleFi – Personal Finance Planning App
• Designed an AI-driven personal finance app integrating receipt scanning, credit tracking, and behavior-based insights.
• Created the entire user flow, from onboarding to dashboard, using inclusive design principles and WCAG guidelines.
• Developed wireframes, prototypes, and usability test scripts that led to a 45% improvement in task clarity during testing.

FreyFunds – Personal Finance App Redesign
• Redesigned the user interface and information architecture for a financial management tool, improving readability and navigation time by 38%.
• Created a full design system with typography, color, and component documentation to ensure brand and accessibility coherence.
• Conducted stakeholder interviews and design workshops to align user needs with business goals.

Simplii Login Page – UX Copy Redesign
• Rewrote login and error flow copy, reducing cognitive load and improving recovery speed.
• Replaced ambiguous terms with clear instructions (e.g., "Sign on" → "Log in"), enhancing trust and accessibility.
• Balanced financial brand tone with user-centered clarity, creating a more inclusive login experience.

Education Certificate

• B.A.Sc. in Industrial Engineering (Systems Planning and Analysis)
• UX Design Certification – BrainStation
• UX Design in Practice: Accessibility and Collaboration – Microsoft
• WCAG Compliance: Web Accessibility Best Practices – Coursera
• Scrum Master Certification – LearnQuest
• Usability Testing – Board Infinity