

## Professional Summary

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Experienced Senior UX Designer with over 5 years of hands-on work designing intuitive, elegant, and responsive experiences for complex applications across mobile and web. I thrive in agile environments and cross-functional teams, creating bar-raising, user-centered solutions grounded in research, prototyping, and iterative testing. Skilled in journey mapping, dynamic content strategy, and accessible design standards (W3C, 508). Passionate about crafting seamless, empowering digital experiences that deliver real-world impact.

## Skills

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- User-Centered & Iterative Design
- Responsive UI & Interaction Design
- UX Research (Interviews, Usability Testing, Card Sorting)
- Wireframing & Prototyping (Figma, Adobe XD, ProtoPie)
- Agile Collaboration & Design Systems
- Accessibility (WCAG, W3C, Section 508)
- Journey Mapping, Storyboarding & User Flows
- Complex Application Design
- Cross-Functional Team Collaboration
- Verbal & Visual Communication
- Figma · Adobe XD · ProtoPie · HTML/CSS/JS · Jira · Notion · Miro · WCAG · GitHub

## Notable Projects

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### FreyFunds – Personal Finance Planning App

- Conducted full-scale UX research, wireframing, and design system implementation.
- Improved user engagement by **35%**, reduced navigation friction by **20%**.

### Investor's Edge Redesign (Case Study)

- UX audit & accessibility enhancements for a financial dashboard.
- Increased discoverability and task completion by 30% through better hierarchy and flow.

### MelodyAI (AI-Powered Music Tool)

- Synthesized research into intuitive UX flows; boosted user retention by **25%**.

## Professional Experience

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### Project Administrator – IT & Design Projects

HSA Inc., Richmond Hill, ON · Jan 2024 – Present

- Lead design coordination and stakeholder communication for internal apps.
- Translate UX requirements into design deliverables for development teams.
- Ensure UI consistency and responsive behavior across web platforms.

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## UX Designer

Hami Ofogh Farda · Aug 2020 – Sep 2023

- Led UX research and usability testing for multiple mobile and web applications.
- Created journey maps, storyboards, user flows, wireframes, and high-fidelity prototypes.
- Designed responsive interfaces for complex applications with evolving user needs.
- Collaborated cross-functionally with PMs, devs, content strategists, and researchers.
- Built and maintained a reusable design system to ensure consistency across products.
- Translated usability feedback into iterative design improvements that boosted engagement and reduced user friction.

## Graphic User Interface Designer

PixelSense Agency | Remote | Mar 2019 – Mar 2020

- Designed mobile-first UI for e-commerce and service-based platforms.
- Delivered pixel-perfect mockups in Figma and Adobe XD.
- Participated in client reviews, design QA, and rapid prototyping cycles.
- Collaborated closely with a small, fast-paced team in an agile setup to deliver quick design iterations and meet tight deadlines.

## Education Certificate

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- **Certificate in UX Design** – BrainStation, Toronto, ON (2024)
- **B.Sc. in Industrial Engineering (Systems Planning & Analysis)** – Azad University

## WHY ME?

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I'm not just a designer—I'm a problem-solver who transforms complexity into clarity. I've led UX for finance, AI, and enterprise platforms, always obsessing over users while delivering clean, scalable solutions in fast-paced agile teams. I bring a proven ability to turn research into real-world results, from reducing user friction to building accessible, responsive experiences that stick. If you're looking for someone who can confidently design and defend smart UX decisions while collaborating cross-functionally and iterating fast—I'm ready.