SARA AZARI

Product Designer/Owner

PROFESSIONAL CAREER

Product Design Lead

Beanfield, April 2023-Current

- Led product design for the entire software engineering department.
- Oversaw and contributed to all UI/UX aspects of internally developed applications and Design Systems.
- Collaborated with stakeholders and POs to define user needs and deliver seamless solutions.

Product Owner

Beanfield, July 2024-Current

- Acted as product owner for a team of four developers working on various internally developed applications.
- Collaborated with stakeholders to define user needs, prioritize backlogs, and ensure timely delivery of features.
- Successfully balanced dual roles as product owner and design lead, meeting project timelines and maintaining quality.

Product Designer

Beanfield, Jan 2021-April 2023

Took part in all phases of design in an agile environment, including

- Creating role-based personas to understand users' needs, experiences, behaviours and goals
- Collaborating with product owners to create workflows to solve user problems
- Creating Lo-Fi wireframes to communicate ideas and iterate fast between solutions. This led to efficient communication between product teams
- Creating Hi-Fi mockups to communicate interactions, specs, and flows with developers.

UX Designer

PointClickCare, April 2019 - December 2020

Participated in all phases of design in an agile environment, including:

- Creating personas, user flows, iterative Lo-Fi and Hi-Fi mockups for analytical, financial, and clinical applications.
- Inspecting code to ensure alignment with design mockups.
- Created and maintained the company's design system, data visualization library, and PowerBI UI guidelines.
- Key Achievement: Designed "Financial Insights" and "Harmony Visualize," with Financial Insights winning PointClickCare's Best World-Class Team Award.

Research Assistant/ Lead of Usability

York University, Jan 2017 - Dec 2018

Designed, built, and modified an assistive technology for visually impaired children to teach Braille through storytelling.

CONTACT

✉ sara.razari@gmail.com
🌐 saraazari.com
📞 416-554-4154

DESIGN SKILLS

User-Centered Design
Design Thinking
Design Systems
Design Sprints and Workshops
User Research and User Testing
Interaction Design
Information Architecture
Accessibility (WCAG)
Data Visualization
Prototyping & Wireframing

LEADERSHIP SKILLS

Stakeholder Management
Communication
Creative Problem Solver
Agile and Lean UX

TECHNICAL SKILLS

Front End Development
Responsive Design
Browser Developer Tools
Command Line
Data Viz including MS Power BI

EDUCATION

York University

Computer Science (BA Hons)