

Shahrzad Jafari | User Experience Designer

Vancouver, BC | 236-9862332 | Shahrzading@gmail.com | <http://linkedin.com/in/Shahrzadjafari> | [Portfolio](#)

Profile

Innovative UX/UI Designer and Design Researcher with 8+ years of experience *optimizing user experience through research studies*, creating intuitive mobile and web solutions. Skilled in service designing, HCI, and mixed-methods research, with a track record of boosting engagement, accessibility, and user satisfaction. Known for bridging behavioral science and human-centered design to deliver user-friendly, scalable products that drive measurable business impact.

Technical Summary

UX Research & Strategy

Human-Centered Design, Service Design, Mixed-Methods Research, Personas, Journey Mapping, Co-Design Workshops, User Interviews & Surveys, Card Sorting, Requirements Gathering, Storyboarding, Product Road mapping, Digital Nudges

Evaluation & Analytics

Usability Testing, Heuristic Evaluation, A/B Testing, User Behavior Analysis, Prototyping, Product Experimentation, Google Analytics, Tag Manager, Looker Studio, Data Mapping, Inclusive Design

UX/UI & Product Design

Wireframing, Prototyping, Design Systems, Information Architecture, SaaS Solutions, Interaction Design, Micro interactions, Responsive & Mobile-First Design, Accessibility Compliance

Visual & Interaction Design

Typography, Color Theory, Data Visualization, Branding, Visual & Graphic Design, Motion Design, Illustrator, Adobe Photoshop, InDesign, Canva

Tools & Collaboration


Figma, Adobe XD, ProtoPie, Axure, Sketch, Maze, Miro, Notion, Hotjar, Jira, Trello, GitHub, Asana, Monday, Agile/Scrum

Web & Digital Solutions

Webflow, Responsive Web Architecture, Wix, Unbounce, HTML/CSS, Video & Audio Editing, AI Tools

Professional Experience

UX/UI Lead designer:

Koach , Remote, United States

Apr 2025-Current

Early-stage startup focused on career mentorship for cross-cultural and bilingual users

Role & Contributions:

- Conducted user research, usability testing, heat mapping & design sprint to inform prototype, user flows, and overall UX strategy.
- Evaluated UX guidelines, iterated wireframe, dashboards, onboarding pages, for reducing task completion time, lower cognitive load & frictions.
- Mentored junior designers and refined the design system for scalability, responsiveness, and interaction design consistency.
- Supported launch planning and post-launch evaluations to measure performance, user engagement, and guide design decisions.

UX Designer/Researcher:

BC Children's Hospital Digital Lab, , Vancouver, BC

Feb 2024-Mar 2025

Research and development lab designing digital applications in collaboration with BC Children's Hospital funded by UBC University.

Role & Contributions:

- Contributed to 4 patient-centered digital projects, collaborating with clinicians, developers, and product managers to deliver value-driven, technically feasible solutions.

Seizure Action Plan app: Redesigned user flows, interaction models, wireframes, and low/mid-fidelity. Applied value-centric design & behavioral economics principles, reduce caregiver reading time and 911 calls, enhancing patient safety and clinical efficiency.

CATT Website UX Enhancement: Defined KPIs for engagement and module completion and conducted a 60-day GA4 audit to analyze traffic, drop-off, and audience segments (youth vs. medical professionals). Translated findings into UX improvements: streamlined navigation, optimized CTAs & mobile-first design. Built a usability testing framework with GA4, Tag Manager, and Looker Studio to track engagement, improve conversion, and inform new UI & content architecture. Set up GA4 events for micro-UX tests to enable continuous optimization.

Research VR-assisted orthopedic Surgery: Conducted literature reviews and gap analysis on extended reality, virtual twins, 3D overlays, and gamified surgical training for peer-reviewed publications. Supported the research team in exploring design applications for VR/AI applications surgical training.

Design Strategy & Digital Nudges: Performed multidisciplinary research to develop a framework integrating digital nudges & behavioral design for UX products. Conducted 45+ user interviews & 3 prototypes tests with 150 users, identifying user needs and translating insights into actionable design framework for Ph.D. thesis. Contributed to two published papers, guiding future digital design practice.

UX/UI Designer Intern:

UX Land, , Seattle, United States

Oct 2023-Feb 2024

Role & Contributions:

- Participated in design sprints and service design workshops, applying A/B testing and accessibility principles to practical projects.
- Conducted user research, surveys, interviews, and card-sorting, building evidence-based personas for multi-user systems.
- Applied heuristic evaluation, double diamond framework, and mixed-methods research to inform design decisions.

Online Shopping App: Designed user-friendly interface, contributing to a branding style guide & a design system library based on test-and-learn data.

Dance Studio Website: Conducted mixed research methods (competitive analysis, ethnographic research with 60+ users) to identify user needs and product positioning. Usability testing with 45 participants, uncovering and resolving 15+ critical usability issues. Synthesized findings using affinity diagrams for improving navigation and usability.

Professional Experience

UX/UI Designer:

Wallgate Holdings Inc -Downtown Radiology & Imaging, 🌐 Vancouver, BC Jun 2022-Feb 2024

Healthcare provider undergoing rebranding and digital product optimization for new markets, including cosmetic health services.

Role & Contributions:

- Designed & iterated digital product with user research, usability testing & competitive analysis, user flows, aligning with stakeholder objectives.
- Applied the Canvas Business Model to map features, processes, and value propositions, improving alignment and strategy.
- Developed and maintained a style guide and digital assets to ensure cohesive branding and responsive design.

Booking System: Launched and optimized an online appointment booking platform, improving patient satisfaction. Improving accessibility for underserved demographics (elderly, tech-inexperienced).

Marketing & Branding: Created branding strategy, digital assets, and marketing collateral (brochures, cards, e-surveys) guided design decisions using empathy-driven research and UX principles to strengthen engagement.

UX/UI & Visual Designer:

Shahrazad Theatre Complex, 🌐 Tehran, Iran

Aug 2017-Jun 2022

Iran's largest private theatre complex, focused on cultural events and audience engagement.

Role & Contributions:

- Designed digital products, branding, and marketing materials to improve user experience and audience engagement.
- Applied user-centered design methods, including personas, empathy maps, journey mapping, and information architecture.
- led brainstorming sessions, concept workshops, prototyping, and user feedback sessions with artists and internal teams.
- Conducted audience research, surveys, interviews, and competitor benchmarking to inform UX and visual design decisions.
- Developed branding assets and digital campaigns, ensuring cohesive visual identity and engaging user experience.

Ticketing Platform & Online Services: Contributed to the design and iteration of a ticketing platform, improving website usability, traffic, and VIP sales. Optimized online services, including ticket purchasing, group booking, show announcements, and loyalty campaigns.

Digital Marketing & Branding: Designed multi-channel campaigns and contributed to a branding style guide (typography, visual style, art direction).

UX Research & Strategy: Conducted user research to improve audience journeys and strengthen online presence. Supported iterative prototyping to improve accessibility and engaging digital experiences.

Freelance & Product Designer:

Tehran, Iran

2014-2017

Role & Contributions:

Designed a range of physical products (seed germinators, ironing desks, mugs, chairs) as well as packaging and photography projects. Delivered service design solutions for municipal projects and created stage designs for 6+ theatre productions. Contributed to costume design for films and TV series. Produced film posters and visual materials for UNICEF, directors, and magazines, blending functional design with creative storytelling.

Professional Development

Web Design Specialist Certification, BCIT, Burnaby, BC

2025

Product Design, Prototyping & Testing, edX, Maryland USA ,

2024

Creative Thinking: Techniques & Tools for Success, Imperial College London, London, England

2024

User Experience Design, UXland, Washington, USA ,

2023

Google Learning:

2023

Ask Questions to Make Data-Driven Decisions, Foundations: Data, Data, Everywhere

Build Wireframes & Low-Fidelity Prototypes, Empathize, Define & Ideate

Education

PhD. Doctor of Philosophy in Design:

University of Tehran 🌐, Tehran, Iran

2021- Ongoing

Master of Science Degree in Industrial Design:

Alzahra University 🌐, Tehran, Iran (WES Certified)

2015-2017

Bachelor of Science Degree in Industrial Design:

University of Science & Technology 🌐, Tehran, Iran (WES Certified)

2010-2014