

# Shahrzad Jafari

## User Experience Design / Researcher

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.

### Professional Experience

**UX/UI Lead Designer - Koach** (Remote, US) Apr 2025 - Present

- **Reduced cognitive load and task friction** across onboarding and dashboards, improving clarity and usability for a cross-cultural mentorship platform.
- Enabled scalable product growth by evolving a **responsive design system** aligned with interaction and accessibility standards.
- **Owned end-to-end UX delivery**, leading discovery, usability testing, and design sprints to define core user flows and product direction.
- Collaborated closely with product and engineering to support **launch readiness and post-launch optimization**.

**UX Designer/Researcher - Digital Lab** (Vancouver, BC) Feb 2024 - Mar 2025

#### Project I: Seizure Action Plan App

- Improved patient safety and clinical efficiency by **reducing caregiver reading time** and **unnecessary 911 calls** in emergency scenarios.
- Redesigned mobile user flows and interaction models using behavioral and value-centric design principles.
- Validated designs through usability testing to ensure clarity, speed, and accessibility under high-stress conditions.

#### Project II: CATT Website Platform:

- **Increased engagement** and **module completion** through data-informed UX improvements.
- Designing **B2B SaaS products** across multiple personas, roles/permissions, and admin configuration, and conducted a **60-day GA4 audit** to identify drop-offs and audience differences.
- Translated insights into **streamlined navigation, mobile-first layouts, and optimized CTAs**, supported by continuous testing and event tracking.

**UX/UI Designer - Wallgate Holdings** (Vancouver, BC) Jun 2022 - Feb 2024

- **Improved patient engagement and accessibility** by launching an online booking platform for healthcare services.
- Strengthened **brand consistency and conversion** through rebranding and cohesive digital experiences.
- Applied the Business Model Canvas to align value propositions, features, and workflows.
- Conducted user research, usability testing, and competitive analysis to guide iterative design decisions.

**UX/UI Designer - Shahrzad Theatre** (Tehran, Iran) Aug 2017 - Jun 2022

- **Increased usability, traffic, and VIP sales** by redesigning the digital ticketing and services platform.
- Strengthened audience engagement and loyalty through **cohesive multi-channel branding**.
- Led UX, art direction, and product ideation, collaborating with artists, technicians, and internal teams.
- Applied personas, journey mapping, and usability testing supported by audience research and competitor benchmarking.

Vancouver, BC, Canada

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[Portfolio](#) | [LinkedIn](#)

### Education

PhD. Design (HCI) | 2025

University of Tehran

M.S. Industrial Design | 2022

Alzahra University

B.S. Industrial Design | 2017

Science & Technology University

### Skills

- Mixed -Methods Research
- Persona validation
- Journey Mapping
- User Interviews & Surveys
- User Behaviour Analysis
- Affinity Diagramming
- Card Sorting
- Information Architecture
- Product Road mapping
- Service Blueprints
- Requirements Gathering
- A/B & Usability Testing
- Prototyping
- Design Systems
- Responsive Design
- Accessibility Compliance
- Branding & Graphic Design
- Heuristic Evaluation
- Human-Centered Design
- Co-Design Workshops
- Data Mapping & Visualization

### Tools

|               |               |
|---------------|---------------|
| Figma         | Framer / Wix  |
| Webflow       | Adobe XD      |
| HTML/CSS      | GitHub        |
| UX Insights   | Maze          |
| Miro          | Hotjar        |
| Notion        | Trello        |
| Asana         | Agile/Scrum   |
| Illustrator   | Photoshop     |
| Canva         | User Zoom     |
| Axure         | GA4 google    |
| Looker        | InDesign      |
| Premier Pro   | Survey Monkey |
| FigJam        | Jira          |
| Microsoft 365 | AI Tools      |