

Shahrzad Jafari

User Experience Designer

Vancouver, BC, Canada

Shahrzading@gmail.com

Portfolio: Shahrzad.blog

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.

Education

PhD. Design | 2025

University of Tehran

M.S. Industrial Design | 2022

Alzahra University

B.S. Industrial Design | 2017

Science & Technology University

Certificate

Web Design Specialist

BCIT, Burnaby, BC - 2025

Product Design

edX, Maryland, US - 2024

Creative Thinking

Imperial College, London, UK - 2023

User Experience Design

UXland, Washington, US - 2023

Data-Driven Decision in UX

Google Learning - 2023

Professional Experience

UX/UI Lead Designer

Apr 2025 - Present

Koach

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

- Conducted user research, usability testing, heat mapping and 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. 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

Feb 2024 - Mar 2025

Digital Lab

Research and development lab designing digital applications funded by UBC University

- 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.

- Design Strategy & Digital Nudges:***

Performed multidisciplinary research to develop a framework integrating digital nudges and 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 2 published papers, guiding future digital design practice.

- 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 in surgical training.

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Skill

Design

Mixed -Methods Research
Persona validation
Journey Mapping
User Interviews & Surveys
User Behaviour Analysis
Affinity Diagramming
Card Sorting
Information Architecture
Product Road mapping
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

Professional Experience (Continued)

UX/UI Designer Intern

Oct 2023-Feb 2024

UX Land

- **Online Shopping App:**

Designed user-friendly interface, contributing to a branding style guide and a design system library based on test-and-learn data. Conducted user research, surveys, interviews, and card-sorting, building evidence-based personas for multi-user systems.

- **Dance Studio Website:**

Conducted mixed research methods (competitive analysis, ethnographic research with 60+ users) to identify user need & product positioning. Usability testing with 45 participants, uncovering and resolving 15+ critical usability issues. Synthesized findings using affinity diagrams for improving navigation and usability. Applied heuristic evaluation, double diamond framework, mixed-methods research to make design decisions.

UX/UI Designer

Jun 2022-Feb 2024

Wallgate Holdings

Downtown Radiology & Imaging

- Healthcare provider expanding into cosmetic health services. Led re-branding and digital product optimization using the Business Model Canvas to align features, processes, and value propositions.
- Conducted user research, usability testing, and competitive analysis to guide iterative design and user flows. Developed branding strategy, digital assets, and marketing collateral, applying empathy-driven UX principles to strengthen engagement.
- Created and maintained a style guide for cohesive, responsive design, and launched an online booking platform that enhanced accessibility and patient satisfaction.

UX/UI Designer

Aug 2017-Jun 2022

Shahrzad Theatre

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

- **Digital Product & Ticketing Platform:**

Redesigned the ticketing platform and online services, improving usability, traffic, and V I P sales. Applied user-centered design methods, personas, journey mapping, and information architecture to enhance booking and loyalty experiences. Led ideation, prototyping, and user testing with artists and internal teams, supported by audience research and competitor benchmarking.

- **Digital Marketing & Branding:**

Developed multi-channel campaigns and contributed to a cohesive branding style guide. Created engaging visual assets and art direction that strengthened brand identity, audience engagement, and online presence.