

With over 15 years in digital product design and user experience strategy, I bring a background in Industrial Design and a track record of leading multi-role teams. My experience includes working with Wayfair, Intellex, TD Canada Trust, Dell, and Iranian companies like Chargoon and Seyagh. Recently, I have focused on mobile, web, conversational, and VUI design.

PROFESSIONAL EXPERIENCE

Intellex

● Staff Product Designer

Safety and Environmental Applications (Native and Responsive Web)

Aug 2023 - Present

Working closely with the product team at Intellex, I create solutions that empower organizations to enhance workplace safety. I design safety applications that streamline hazard reporting, prevent incidents, and provide visual data tracking, enabling users to make informed decisions and ensure regulatory compliance. I have ownership of the design direction for all applications and provide design strategy to guide their development.

- Collaborate with PMs and POs to set application goals, define milestones, and scope releases.
- Moderate design sprints with cross-functional teams to drive innovation and align on solutions.
- Lead and mentor the design team, aligning short-term designs with the overall strategy, conducting design reviews, and managing the design backlog.
- Design the future state of applications and provide developers with high-fidelity wireframes and prototypes for implementation.
- Maintain and enhance the design system, including the addition of new components.
- Conduct user interviews (VOC), perform usability testing at various stages, and participate in beta testing to gather feedback and inform design improvements.
- Analyze user feedback and application performance data to inform design improvements.
- Stay up to date with industry trends and emerging technologies to integrate best practices into the design process.

Wayfair

● Senior Product Design Lead

Wayfair Professional - Tools & Services (mobile and web)

April 2022 - Jan 2023

As part of B2B Storefront experience, and in a close collaboration with the tech lead and product manager, I tackled exciting problems that were reshaping how people discover, find and purchase the products for Wayfair professional customers.

- Utilizing design thinking principles to build engaging customer experiences which solve goals with simplicity.
- Collaborating with product managers, developers, marketing team, content strategists, user researchers, and other experience designers to execute design concepts that deliver on brand goals, business goals, and are technically feasible to implement in an agile environment.
- In close collaboration with the Data and Research teams, running qualitative and quantitative research to understand the breakpoints and identifying the opportunity areas.
- Defining the 5-year vision/future of B2B experience with running discovery & research, group ideation sessions and translating the findings to high level concepts.

TD Canada Trust

Digital Customer Experience Strategy & Design

● Experience Design Manager

North American mobile banking platform (voice, phone and tablet) experiences

April 2020 - March 2022

I led a diverse team of creatives and collaborated with business partners to develop insights, concepts, and experiences that align with the TD brand and customer preferences, focusing on creating new digital products and enhancing existing services.

- Responsible for defining user experience strategy and roadmaps for mobile Banking with collaboration from stakeholders and subject matter experts.
- Oversaw and drive the creation of the navigation and organization for mobile app.
- Applied user-centered design methods to translate user needs, business objectives and technology capabilities into world-class user experience.
- Set targets and objectives for the team.
- Grew team expertise to align with business/enterprise demand and direction; assess team skills and capabilities and continually look for ways to provide and enhance the value delivered.

● Experience Design Lead

North American mobile banking platform

2017 - 2020

- Created user experience designs strategies and high level design based on the business roadmap and support the business team during Idea Creation and the Design phase.
- Collaborated with program managers and solution architects to ensure scalability and sustainability of the proposed design directions.
- Drove development and directed the final outcome with close collaboration from the technology team.
- Mentored and led a multi-role team by providing design direction while maintaining the weekly execution of design artifacts.
- Ensured design teams and stakeholders align on business and customer requirements upfront.

● Senior Interaction Designer

North American mobile and EasyWeb (Online Banking)

2015 - 2017

Dell Software

- **User Experience Designer**

Foglight APM and V-Foglight (Virtualization applications)

2012 - 2015

- Designed intuitive user interfaces for desktop and mobile.
- Collaborated with software engineers to ensure design execution and integrity.
- Developed visual and UI designs for Foglight APM and Foglight for Virtualization.
- Contributed to concept development, storyboarding, and functional prototyping.

Seygh Software Solution - Tehran, Iran

- **Senior UI/UX Designer**

Web-base Automation and Accounting Solutions

2011 - 2012

Chargoon - Tehran, Iran

- **Senior UI/UX Designer**

Didgah Web-base Applications

2008 - 2011

- **UI/UX Designer**

Didgah Web-base Applications

2004 - 2008

EDUCATION

Industrial and Product Design | Bachelor of Arts - BA

Faculty of Arts and Architecture / Islamic Azad University - Tehran, Iran

Design and Visual Communications | Post-Grad Diploma

Vijeh School - Tehran, Iran

VUI and Conversational Design | Certificate

UX Academy - London, UK

ACCOMPLISHMENTS

4 Pending Patents:

US20200097955A1 | 2018

CA3014693A1 | 2018

US20190102715A1 | 2017

US20190095990A1 | 2017

Participated in 3 International Design Exhibitions:

Chaumont 20th International Festival - France 2009

Georgia Poster Design Group Exhibition - Tiflis 2009

Tehran Design Exhibition - Tehran 2007