

Experience

<div>Fairstone Bank</div> <div>Aug 2023–Present</div> <div>Montreal</div>	<div>Senior UX/UI Designer</div> <ul style="list-style-type: none">As UX lead, I defined and led design for several key products such as digital retail financing application, direct lending application, Walmart credit card, Merchant Support Portal,..Retail Financing Product Redesign: Developed user stories, customer journeys, conducted comprehensive redesign, resulting in 23% reduction in user drop-off rates by optimizing the user flow and interface.Led and designed a new financing application launched by Fairstone: I worked with leads and partners and brought this 0-to-1 project to life in 4 months with the goal of optimizing the customers' shopping and financing journey.Walmart Mastercard: Identified and resolved critical pain points in the Walmart Rewards Mastercard application process, driving a 12% increase in engagement among mobile users.Internal Dashboard: Designed a merchant setting portal to reduce 400 work hours per year and increase accuracy and efficiency.Design system enhancement: Improved our design system with a focus on accessibility by creating new components and establishing clear UX/UI guidelines.
<div>Medicom</div> <div>Apr 2021–Aug 2023</div>	<div>UI & Visual Designer</div> <ul style="list-style-type: none">Created design concepts, marketing materials, wireframes, transforming ideas into visual experiences.Led the end to end design of sector-specific newsletter templates tailored to different audience, resulting in a 15% increase in both conversion and click rates.Performed an UX audit and improved existing website to reduce bottlenecks on key user journeys, resulting in a 36% higher engagement.
<div>MCIT</div> <div>Nov 2019–Apr 2021</div>	<div>UI & Visual Designer</div> <ul style="list-style-type: none">Redesigned marketing emails and automations, achieving a 40% boost in open rates and 87% surge in click-through rate.Implemented the design system and maintained design consistency across multiple platforms.Successfully designed and shipped the new website.
<div>Freelance</div> <div>Dec 2018–Present</div>	<div>UX/UI Designer</div> <ul style="list-style-type: none">Led the design of Sustainable textile company from concept to launch, developed and delivered a comprehensive branding and design system.

Education

<div>BA Architecture Design</div> <div>Shariati University</div>
<div>Advanced UX/UI Design</div> <div>UXLand</div>
<div>AEC, Full Stack Web Developer</div> <div>Montreal College of IT</div>

Skills & Expertise

Heuristic Analysis
Usability Testing
User Interviews
User Persona Generation
Interaction & Product Design
Visual Communication
Storytelling
Product Discovery
Product Strategy
Design System
Graphic Design
Branding

Toolstack

Figma
Protopie
Sketch
XD
Framer
After Effects
Photoshop
Illustrator
Premier Pro
Confluence
Miro
Notion