

HANIEH KHOSROSHAHI

Senior UX Researcher & Designer

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SKILLS

Research

Workshop Facilitation
Stakeholder Engagement
Ethnographic Studies
Participatory Design
One-on-one Interviews
Questionnaires & Surveys
Competitive Analysis
Heuristic Evaluation
Usability Testing

Strategy

Journey Mapping
Feature Prioritization
Agile and Lean UX
Design Thinking

Design

Information Architecture
User Flows & Site Maps
Personas & Empathy Maps
Wireframes & Prototypes
Interaction Design

SOFTWARE

Sketch
InVision
Adobe Creative Suite
Shopify
WordPress
Mailchimp

EDUCATION

MSc - Social Media &
Interactive Technologies |
2013 - 2014
University of York, UK

PGCert - Journalism, New
Media | 2012 - 2013
Sheridan College

BA - English Literature &
Visual Arts | 2008 - 2012
University of Toronto

WORK EXPERIENCE

Senior UX Strategist | April 2020 - *Present*

UX Strategist | April 2019 - April 2020

Art & Science Digital Experience Design

- Prepare and facilitate client discovery sessions and other UX workshops to understand target users, business requirements, and project goals.
- Apply a Human-Centred Design approach and UX research methods such as interviews, questionnaires and participatory design to uncover needs, goals, challenges and behaviours.
- Effectively present findings, UX strategy and design solutions (site maps, personas, user flows, wireframes) to clients in engaging and creative ways.
- Collaborate with digital marketing, technology, and project management to recommend UX solutions that are delightful, inclusive and feasible.
- Advance UX practices and improve digital processes through content strategy, mentorship, and design leadership to non-designers.
- Clients include: Audley Travel, Toronto Biennial of Art, Tasty Ribbon, Roche, The Ontario HIV Treatment Network, and more.

UX Architect | January 2018 - April 2019

Canada Life

- Designed customer and employee facing end-to-end digital applications, sites, and tools, helping deliver innovative and effective UX solutions.
- Conducted competitor research and led UX workshops, leveraging insights to create flows and wireframes for over 10 million customers.
- Collaborated with business partners and internal teams to turn business requirements and creative strategy into engaging experiences.
- Contributed to growing the UX team, its processes and practices, to create awareness about the role and impact of UX in digital services.
- Projects included: insurance calculators, the company's first-ever design system, redesign of the corporate website, and the health benefits app.

User Experience Specialist | April 2016 - January 2018

CIBC

- Contributed to the development of information architecture and usability standards for the social and corporate Intranet and 45,000 employees.
- Conducted a UX audit to identify areas of improvement, and developed a UX strategy highlighting design recommendations and success metrics.
- Prepared generative and evaluative research plans, led interviews and usability testing, and presented findings to leadership and c-suite executives.
- Created site maps and wireframes to communicate layout and functionality of new features, and collaborated with technology partners to launch them.

WORK EXPERIENCE *continued*

Web Design Assistant | January 2015 - March 2016

Geneva Centre for Autism

- Designed, tested and launched five interactive online courses for parents and educators interested in learning about ASD, with a focus on usability principles and accessibility.
 - Collaborated with SME to develop and edit content such as voice overs, lessons, and videos.
 - Handled all customer feedback, comments, and questions, and provided technical and client support to students, ensuring their feedback and pain points informed future design decisions.
 - Created and managed microsites for company events and programs on Joomla and WordPress.
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CONTRACT WORK & INDEPENDENT PROJECTS

Freelance UX Consultant | July 2020 - *Present*

Toptal

I work with international clients to solve complex problems. I conduct discovery sessions, prepare project plans and lead design sprints resulting in user flows, journey maps, wireframes and more.

UX Instructor | September 2020 - *Present*

Juno College of Technology

I teach an 8-week bootcamp to 20+ students covering topics such as UX research, accessibility, emotional design and more. I lead students through lessons and interactive exercises, and work with them to support project work.

UX/UI Mentor | September 2020 - *Present*

Springboard

I provide 1-1 guidance for students enrolled in the online, self-paced design career track. I conduct weekly 30-minute check-ins with mentees to discuss course material, project work, and career advice.

UX Instructor | July 2019 - March 2020

RED Academy

I prepared and delivered weekly lesson plans to students on topics such as journey mapping, usability testing and design thinking. I provided mentorship and support on projects and presentations, portfolio development and interview preparation.

Head of Content & Community

March 2019 - February 2020

UPFRONT

I created a content strategy to grow UPFRONT's audience and enhance community engagement. I sent out biweekly newsletters to 1500+ subscribers on public speaking and confidence, and curated content such as interviews and social posts.

Lead UX Researcher and Strategist

January 2018 - April 2018

Nevy's Language for Lower Levels

I developed the UX strategy for a chatbot to help newcomers register for language training. Through discovery workshops and stakeholder, SME and user interviews I put forth design solutions and best practices for conversational UI.

Lead UX Designer

January 2017 - March 2017

The Together Project

I prepared a research plan and implemented a range of UX research methods such as ethnographic studies and participatory design to create and test a mobile tool for Syrian refugees to help them access services and ease integration challenges.