

# HANIEH KHOSROSHAHI

Senior UX Researcher & Designer



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[www.hanieh.me](http://www.hanieh.me)

## 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  
Service Design  
Product Strategy

### Design

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

## SOFTWARE

Sketch  
InVision  
Figma  
Mural  
Adobe Creative Suite

## EDUCATION

MSc - Human-Computer  
Interaction | 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 Product Designer | March 2021 - *Present*

YLabs | Kigali, Rwanda

- Using Human-Centered Design methods, create UX deliverables such as wireframes, flows, and prototypes based on users' needs and goals.
- Translate complicated service flows and complex sets of insights into clear, concise artifacts and presentations.
- Approach problems and map out ideas with holistic systems thinking, co-design activities and stakeholder collaboration.
- Build design capacity by providing HCD training, assisting with hiring and mentorship, as well as creating fluency in product and service design.

Senior UX Strategist | April 2020 - February 2021

UX Strategist | April 2019 - April 2020

Art & Science Digital Experience Design | Toronto, Canada

- Prepared and facilitated client discovery sessions and other UX workshops to understand target users, business requirements, and project goals.
- Applied Human-Centred Design methods to uncover user needs, goals, challenges and behaviours to inform the design of inclusive and feasible solutions for various clients.
- Effectively present findings, UX strategy and design solutions (site maps, personas, user flows, wireframes) to clients in engaging and creative ways.

UX Architect | January 2018 - April 2019

Canada Life | Toronto, Canada

- 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.

User Experience Specialist | April 2016 - January 2018

CIBC | Toronto, Canada

- 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.

## **WORK EXPERIENCE** *continued*

Web Design Assistant | January 2015 - March 2016

Geneva Centre for Autism | Toronto, Canada

- 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**

Co-founder | May 2021 - *Present*

Thousand&One

I co-founded a social enterprise that supports womxn of colour to thrive in their professional lives through community, healing, and growth.

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 and wireframes.

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 more.

UX Instructor | 07/19 - 03/2020

RED Academy

I prepared and delivered weekly lesson plans 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 | 03/19 - 02/20

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 for interviews and social posts.

UX Lead | 01/18 - 04/19

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 user interviews, I created solutions and standards for conversational UI.

Lead UX Designer | 0/17 - 03/17

The Together Project

I prepared a research plan and used 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.