

# HANIEH KHOSROSHAHI

Social Impact Designer



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

## SKILLS

### Research

1-on-1 Interviews  
Focus Group Discussions  
Codesign Workshops  
Card Sorting  
Journey Mapping  
Personas & Empathy Maps  
Usability Testing

### Design

Idea Generation  
Rough Prototyping  
Product Strategy  
User Flows & Wireframes  
Information Architecture  
Feature Prioritization  
Agile & Lean UX

### Other Skills

Service Design  
Writing  
Content Strategy  
Facilitation  
Program Development  
Social Entrepreneurship  
Public Speaking  
Design Mentorship

## TOOLS

Figma  
Mural  
JIRA

## 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

UX Design Lead | January 2023 - *Present*

Senior Product Designer | March 2021 - December 2022

YLabs | Kigali, Rwanda

- Led the design of CyberRwanda, a digital platform that aims to improve the health and livelihoods of adolescents (12-19 years) in Rwanda.
- Conduct design research, build and test prototypes, and create scalable design solutions for health challenges in Sub-Saharan Africa.
- Create and facilitate design trainings for clients, partners, and youth to build HCD capacity within organizations and communities.
- Help draft the first-ever digital and product strategy for the organization, supporting gap identification, recruitment, and capacity building.

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 design workshops to understand target users and business requirements.
- Led UX for a variety of digital campaigns and products, working with clients, leadership, marketing specialists, and developers.
- Applied HCD methods to uncover user needs, goals, and challenges and to inform the design of inclusive and feasible solutions for clients.
- Clients: Roche, City of Toronto, Toronto Biennial of Art (TBA), Gay Men's Sexual Health Alliance (GMSH), Audley Travel.

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 customer 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.
- Prepared research plans, led interviews and usability testing, and conducted a UX audit to identify design opportunities and solutions.

## **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.
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## **CONTRACT WORK & INDEPENDENT PROJECTS**

Fellow | October 2022 - *Present*

The Women's Impact Alliance

I am completing a one-year leadership coaching fellowship.

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.

Consultant | July 2020 - *Present*

Toptal

I work with international clients to solve complex design problems. I conduct discovery sessions, prepare project plans and lead design sprints.

Design Educator | September 2020 - *Present*

Juno College of Technology

I teach an 8-week design bootcamp to over 20 students covering topics such as UX research, product design, and accessibility.

UX/UI Mentor | 09/2020 - 10/2022

Springboard

I provide one-on-one mentorship and guidance for students enrolled in the online, self-paced design career track.

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. I led discovery workshops and user interviews, and designed solutions conversational UI.

Lead UX Designer | 01/17 - 03/17

The Together Project

I prepared research plans and facilitated participatory design activities to understand integration and resettlement challenges of Syrian refugees. I led the design and testing of prototypes of a mobile tool intended to provide access to services for Syrian refugees.