

HANIEH KHOSROSHAHI

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Independent Design Consultant

www.hanieh.me

SKILLS

Research

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

Design

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

Other

Writing
Facilitation
Program Development
Social Entrepreneurship
Public Speaking
Design Mentorship
Leadership

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

Independent Design Consultant | October 2023 - *Present*

- Generate leads and opportunities across design, research, and digital in the development sector;
- Provide deep expertise and hands-on technical services across human-centred design, user experience, and product development;
- Build the capacity of organizations and design teams to apply inclusive research practices and deliver best-in-class digital products and services;
- Manage projects, roadmaps, and budgets, lead recruitment and onboarding, and oversee partner, client, and donor relationships.

Design Lead | January 2023 - September 2023

Senior Product Designer | March 2021 - December 2022

Y Labs | Kigali, Rwanda

- Lead design research, prototyping, product strategy, and MVP build of digital health interventions for youth and providers in Sub-Saharan Africa;
- Develop and facilitate design training for clients, partners, and youth to build HCD capacity within organizations and communities;
- Contribute to the creation of scaling and digital strategies for projects and the organization at large, setting up new processes and standards;
- Manage design teams and work plans, and lead recruitment and hiring.

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.

WORK EXPERIENCE *continued*

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.

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.

CONTRACT WORK & INDEPENDENT PROJECTS

Co-founder | May 2021 - Present

Thousand&One

I co-founded a social enterprise that supports women 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.

Leadership Fellow | 10/2022 - 10/2023

The Women's Impact Alliance

I completed a leadership coaching fellowship dedicated to advancing high potential and game-changing women leaders working in social change.

Design Educator | 09/2020 - 03/2022

Juno College of Technology

I taught 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 provided 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.