

HANIEHKHOSROSHAHI

Independent Design Consultant & Leader

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PROFESSIONAL EXPERIENCE

Design Consultant | Independent

October 2023 - Present

- Generate leads and opportunities across design, research, and digital in the development sector, and secure consultancy projects that help drive impact;
- 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 | YLabs

March 2021 - September 2023

[YLabs](#) designs technologies that amplify youth power, agency, and opportunity.

- Led design research, synthesis, prototyping, and implementation of health interventions for youth across sexual reproductive health, HIV/AIDS, mental health, nutrition, and economic empowerment;
- Collaborated with donors and clients from large global NGOs to build sustainable and impactful humanitarian programming using design methodologies centred on youth, girls, and vulnerable communities and for diverse audience;
- Designed and facilitated HCD and youth-driven design workshops and training for clients, partners, and youth to build capacity within organizations and communities;
- Led product strategy, design, and development for new and established products in digital health for young people, healthcare providers, and communities in Sub-Saharan Africa;
- Contributed to the development of YLab's product discipline, creating new frameworks, processes, and strategies to support products in low-middle-income and low-resource settings;
- Managed and mentored design team, created and maintained work plans and budgets, and led recruitment and hiring across projects and departments.

Senior UX Strategist | Art & Science

April 2019 - February 2021

- Facilitated client discovery sessions and customer journey workshops to understand business requirements, project objectives, and target users' needs and goals;
- Led UX for a variety of digital campaigns and products, working with clients, leadership team, marketing specialists, and developers to launch on time and within budget;
- Applied HCD methods and participatory methods to uncover user challenges and opportunities to inform the design of inclusive and feasible digital solutions.
- Clients included: Roche, City of Toronto, Toronto Biennial of Art (TBA), Gay Men's Sexual Health Alliance (GMSH), Audley Travel, Burgundy Asset Management.

UX Architect | Canada Life

January 2018 - April 2019

- Designed customer and employee facing end-to-end digital applications, sites, and tools helping deliver innovative and effective UX solutions at scale;
- Conducted competitor research and led UX workshops, leveraging insights to create user 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 | CIBC

April 2016 - January 2018

- 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 UX audits to identify insights, gaps, and design opportunities.

Web Design Assistant | Geneva Centre for Autism

January 2015 - March 2016

- 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;
- 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.

EDUCATION

MSc | Human-Computer Interaction

University of York | York, England | September 2014

PGCert | Journalism, New Media

Sheridan College | Oakville, Canada | April 2013

BA | English Literature & Visual Arts

University of Toronto | Toronto, Canada | June 2012

SKILLS

Human-Centred Design, Design Research, Participatory Design, User Experience Design, MVP Build, Design Strategy, Prototyping, Testing and Validation, Program and Methodology Design, Service Design, Facilitation, Capacity Building, Product Management, DesignOps, Leadership

TOOLS

Figma, MURAL, Jira, Trello

LANGUAGES

English, Persian