

Macy Takaffoli

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User Experience Designer

UX Designer and Researcher with 6+ years driving product work end to end, from **discovery and strategy** through **high fidelity delivery**, across enterprise and startup environments. Turns research into **accessible, WCAG aligned** experiences, using **AI to sharpen and accelerate the process** without cutting corners. Proven at aligning **cross functional teams** in complex organizations and driving **measurable gains in user satisfaction and product performance**.

PROFESSIONAL EXPERIENCE

User Experience Designer

May 2024 to Current

Bell Media, Canada

- Elevated user satisfaction by 20% across News, Sports, and Crave, as measured by SUS, AUS, and QX benchmarking, by leading evaluative and discovery research with WCAG accessibility audits for assistive technology users.
- Directed generative, strategic design research, and cross functional workshops, that shaped an AI powered conversational search strategy, aligning personas with Product, Engineering, and CMS teams.
- Strengthened technical implementability and platform consistency by redesigning information architecture and navigation flows, and content discovery across News, Sports, and Crave in a B2B environment.
- Cut research and prototyping cycles from days to hours, as measured by automated insight synthesis and usability scripting, by embedding AI as a research and design agent.

UX Designer

Aug 2023 to Jul 2024

Poetix, Startup, Canada

- Architected a generative AI storytelling platform concept, training language models on user narratives and literary works to power personalized journaling and story prompts.
- Cut engineering rework by about 30% by owning the design process end to end, from concept through wireframes, high fidelity prototypes, and usability testing, in close partnership with engineers.
- Uncovered key journaling and AI story creation pain points through generative and market research with authors and storytellers, sharpening product positioning ahead of launch.
- Accelerated ideation and time to market by integrating generative design plugins and AI research assistants, enabling rapid testing of conversational, generative features.

UX Researcher

Sep 2023 to May 2024

University of Waterloo, Canada

- Investigated AI's impact on UX design and research practice through mixed method research, surfacing innovation opportunities and risks that informed new industry evaluation methods.
- Facilitated ethics approved qualitative interviews, card sorting, and participatory workshops with UX practitioners, uncovering navigation themes that shaped new evaluation frameworks.
- Closed usability and accessibility gaps by synthesizing findings through thematic analysis and qualitative coding.
- Published peer reviewed [research on generative AI in UX practice](#) at ACM CHI 24.

User Experience Designer

Jun 2022 to Jul 2023

FLIK Community, Canada

- Applied design thinking and user centered design to redesign SaaS workflows, user scenarios, and interface components in e-commerce, lifting customer satisfaction and feature adoption companywide.
- Drove a 15% KPI lift through moderated and unmoderated usability testing and survey research in finance, iterating user flows and high fidelity prototypes with data informed insights.

User Experience Designer

Ryerson University, Canada

Aug 2022 to Dec 2022

- Designed an accessible IoT navigation assistant for blind users (Google Glass, Maps, AI recognition, LiDAR) for real world wayfinding, delivering a proof of concept prototype and accessibility focused research documentation that advanced universal design.
- Conducted competitive and market analysis of 35+ products to shape an inclusive, assistive technology centered strategy, and led participatory design workshops with visually impaired users to surface opportunities grounded in universal design.

Product Designer

Bornos Maison, Remote

Jun 2018 to Nov 2021

- Scaled ecommerce platform Bazarche, growing traffic 25% and sales 19%, through end to end product design and mixed method research, including quantitative and qualitative research with 40 customers and 6 competitors that informed design decisions throughout the pandemic.
- Directed agile product development with a 15 person Scrum team, aligning design deliverables with business goals.

EDUCATION & CERTIFICATION

Master's in Digital Media, Toronto Metropolitan University (formerly Ryerson University), Canada, 2022

Certification: Google UX Design Certification, Coursera, 2021

CORE SKILLS

Design & Strategy:

Strategic and Conceptual Design · User Journey Mapping · Wireframing and Prototyping (low and high fidelity) · Design Systems · Conversational UX Design · Information Architecture

Accessibility & Assistive Technology:

WCAG Aligned Design · Accessibility Audits · Inclusive Design for Assistive Technology Users · Universal Design

AI & Automation:

AI Augmented Research and Design · Human AI Interaction Design · Prompt Design for Ideation and Content Generation · Gemini · NotebookLM Enterprise · Claude · Figma Make · Generative AI Plugins · Enterprise Repository

Research Methods:

Discovery Research · Evaluative Research · Generative Research · Usability Testing (Moderated and Unmoderated) · Card Sorting · Contextual Inquiry · Participatory Design · Thematic Analysis · Qualitative Coding · Mixed Method Research · Competitive and Market Analysis · A/B Testing · Survey Research

Tools & Platforms:

Figma · Adobe XD · Miro · UserTesting · UserZoom · Fable · Chartbeat · MpArticle · Jira · ArcXP · Queryly · Adobe Creative Suite · HTML