

Macy Takaffoli



Canada



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LinkedIn



Portfolio

UX/UI Designer

An experienced UX Designer with over four years of expertise, I have developed numerous prototypes and user interfaces across more than five products and services for both enterprise and consumer solutions.

I am passionate about creating impactful designs that solve real problems for people and I am seeking opportunities to work in UX and product design for **fast-moving, mission-driven** companies. With **strong communication, collaboration, empathy, and problem-solving skills**, I thrive in **cross-functional teams** that use the **scrum methodology of the agile framework**. My ability to develop innovative ideas and deep understanding of **UX design thinking principles**, coupled with my proficiency in design tools such as Adobe XD and Figma, allows me to create **low and high-fidelity prototypes** based on **research and analysis**.

PROFESSIONAL EXPERIENCE

UX/UI Designer | 2022 | FLIK (Teenagers Technical Skill App), Canada

- Led the design and development of the application and responsive website with two different use cases
- Promoted the UX design thinking principles in the team working and iterate across functions to bring idea to fruition
- Conducted research, wireframes, & high-quality interactive prototyping to reach final mockup, and supported by user testing and defined KPIs and success metrics

Product Designer | 2022 | Ryerson University (Redesigned Google Glass & Google Maps), Canada

- Developed a collaborative accessible IoT of Google Glass and Google Maps for blind people's navigation, through an iterative process in targeting the user's pain point of navigation, by utilizing the latest technologies, and Google APIs
- Performed a comprehensive marketing research and reflected the feedback of market needs on product development

UX/UI Designer | 2019 | Freelance (Bazarche Virtual Marketplace), Iran

- Created a virtual marketplace in e-commerce inspired by traditional Grand Bazaar in Iran
- Interpreted the design thinking process with discovery, exploration, competitive analysis, and user flow to get various possibilities and ideas to empathize with the potential users
- Performed qualitative and quantitative user research to target the main user's needs and problems in online shopping during pandemic

UX Designer | 2018-2021 | Bornos Masion, Iran

- Created the website for my established business in E-commerce and Designed websites and applications for brands
- Oversaw the management of Scrum teamwork flow in agile methodology to deliver the best quality products to the customers aligned with the product vision and timelines, and ensure the best user experience

Graphic Designer, Architect | 2014-2021 | Banavand Consultants, Iran

- Conceptualized and designed a wide range of construction products in accordance with clients' needs. Worked in close collaboration with cross-functional teams to manage overall product lifecycle stages and finalize product specifications within set timeframes

EDUCATIONAL BACKGROUND

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

Coursework: Interaction Design in Digital Media, User Experience Design, Web3, Digital Marketing

Environment: (HTML, CSS, JS), New Frontiers AR / VR

M. Sc. in Architecture – University of Art, Iran, 2015

Google UX Design Certification – Coursera, Online, 2022

TECHNICAL SKILLS

Software: Adobe XD, Figma, Sketch, Adobe Creative Suites, Mural, Miro, HTML, CSS, JS, WiX, Canva, Rhinoceros, Autocad, Sketchup, Unreal Engine, Blender, Jira

Design: Design Thinking, Wireframing & Prototyping, User Interface Design, Usability Testing, User Psychology Research, Mobile & Responsive Web Design, User Journey Map, Competitive analysis, Accessible Design, Design system, Brainstorming & Creative Ideation, Human-Centered Design