

Macy Takaffoli

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User Experience Designer

T-shaped UX Designer with 5+ years of experience across user research, strategic design, and high-fidelity prototyping. My specialty is translating research insights into conceptual design and product strategy; building user-centered experiences that scale. I create user-centered flows, systems, and interfaces that balance empathy with measurable business impact.

PROFESSIONAL EXPERIENCE

User Experience Designer

May 2024-Current

Bell Media, Canada

- Led research and conceptual design for news, entertainment, and sports brands, using SUS and AUS benchmarking to evaluate usability and accessibility across platforms (Websites and mobile apps), delivering prototypes and recommendations that improved clarity, accessibility, and user satisfaction.
- Translated user insights into strategic wireframes and design concepts, ensuring research findings directly informed product direction and enhanced usability.
- Facilitated cross-functional workshops and gamified brainstorming to surface pain points and co-create feasible solutions, generating features that aligned business needs, team capabilities, and persona-driven user expectations.
- Partnered with product managers, developers, and CMS teams to iterate layouts, Information architecture, and content structures, aligning business goals with improved user experience.

User Experience Designer

Aug 2023-Jul 2024

Poetix (startup), Canada

- Conducted user and market research with storytellers and authors to identify pain points in diary-based journaling and story creation.
- Designed user journey and end-to-end wireframes, high-fidelity prototype for the MVP, aligning features with user stories generated during brainstorming sessions.
- Collaborated with engineers to bring the prototype to life, reducing misalignment and accelerating MVP delivery.
- Synthesized research and usability testing into strategic design decisions that shaped product positioning and feature prioritization.

UX Researcher

Sep 2023-May 2024

University of Waterloo, Canada

- Researched the impact of AI on UX design and research, identifying innovation opportunities and potential drawbacks in AI-assisted decision-making to inform future directions in the field.
- Designed and facilitated in-depth qualitative interviews, card sorting, and participatory workshops with UX practitioners (with ethical approval), uncovering themes around digital navigation systems.
- Applied qualitative coding and thematic synthesis to integrate participant insights with prior literature, revealing gaps in usability and accessibility while shaping evaluation methods for AI-enabled UX tools.
- Published findings in the ACM Conference on Human Factors in Computing Systems (CHI '24): "[Generative AI in User Experience Design and Research: How Do UX Practitioners, Teams, and Companies Use GenAI in Industry?](#)"

User Experience Designer

June 2022-July 2023

FLIK Community, Canada

- Designed workflows, user scenarios, and interface components for SaaS platforms, increasing customer satisfaction and feature adoption.
- Promoted design thinking principles within the team, ensuring user-centric approaches in product development.
- Partnered with developers and researchers to create high-quality prototypes, validated through usability testing with participants through UserTesting and Survey tools.
- Achieved a 15% KPI improvement through data-driven iteration of user flows and features.

UX Designer

Aug 2022-Dec 2022

Ryerson University, Canada

- Designed an accessible IoT assistant prototype, as a live assistant, for blind users' navigation, using Google Glass, Maps, AI recognition, and LiDAR, addressing navigation challenges through iterative design.
- Conducted comprehensive market and competitor analysis of 35+ products to inform product development strategy.
- Applied design thinking and co-creation workshops to capture user needs and generate inclusive design opportunities for enhancing platform efficiency and attracting new potential users
- Delivered a proof-of-concept prototype and research documentation to support universal design innovation.

UX Designer / Product Designer

2018-2021

Bornos Maison, Remote

- Designed and launched e-commerce platforms ("Bazarche"), increasing online user traffic by 25% and boosting sales by 19%.
- Conducted mixed-method user research with 40 customers and 6 competitors to inform design decisions during the pandemic.
- Oversaw agile product development with a 15-member Scrum team, aligning design deliverables with business goals.

EDUCATIONAL BACKGROUND

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

Coursework: Interaction Design, User Experience Design, Digital Marketing, Web3, (HTML,CSS,JS), AR & VR

Google UX Design Certification – Coursera, Online, 2022

TECHNICAL SKILLS

Software: Adobe XD, Figma, Miro, User Testing, User Zoom, Fable, Qualtrics, Chartbeat, MpArticle, Jira, Adobe Creative Suites, Maze, HTML

Design & Research: Design Thinking principles, Wireframing and Hi-fi prototyping, User Interface Design, Moderated and Unmoderated Usability Testing, Quantitative survey, Qualitative Interview, User Psychology Research, Mobile and Responsive Web Design, User Journey Map, Competitive analysis, Accessible Design, Design system, A/B Testing, Brainstorming and creative Ideation, Detail Oriented, Human-Centered Design