

Macy Takaffoli

📍 Canada

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🌐 [LinkedIn](#)

📁 [Portfolio](#)

User Experience Designer

UX/UI Designer with over 5 years of expertise in developing prototypes, and solutions, and conducting UX analysis. Seeking opportunities to collaborate with cross-functional teams in fast-paced, mission-driven companies to create impactful products that effectively communicate designs and requirements.

PROFESSIONAL EXPERIENCE

UX Researcher

Aug 2023-Current

Waterloo University, Canada

- Conducted extensive research to explore the impact of AI on the field of UX research, with a focus on enhancing the efficiency and effectiveness of UX design principles.
- Compiled a comprehensive repository of secondary research findings, highlighting the advantages and potential drawbacks associated with the integration of AI within the UX design process.

UX Designer

June 2022-Current

FLIK Community, Canada

- Designed and managed operational workflows, scenario analysis, and interface design for native apps and responsive websites in SaaS environments, resulting in increased customer satisfaction by meeting user needs.
- Promoted UX design thinking principles within the team and cross-functional collaboration to bring ideas to fruition.
- Collaborated with researchers and developers to develop design concepts, usability testing, and high-quality interactive prototypes, leading to a 15% increase in success as defined by KPIs through user testing with 20 attendees.

UX Design Researcher

Aug 2022-Dec 2022

Ryerson University (Redesigned Google Glass & Google Maps), Canada

- Developed a collaborative accessible IoT solution, as a live assistant, for blind people's navigation using synced Google Glass and Google Maps, and other Google APIs, targeting and solving the user's pain points through an iterative process utilizing AI (face and object recognition), LiDAR (Distance and obstacle recognition), to act as a third eye.
- Conducted comprehensive marketing research among 35 products and articles to gather contextual data and market feedback for product development strategy optimization.

Web Designer / UX Designer

2018-2021

Bornos Maison, Iran

- Designed and developed e-commerce websites and applications for a leading fashion business, by considering the business model and gathering analytics, resulting in increased online customers and orders by 19%.
- Oversaw and managed Scrum teamwork flow within 15 team members and stakeholders in agile methodology, ensuring the best quality products aligned with the product vision and timelines saving 2FTEs hours.
- Conducted qualitative and quantitative user research for an e-commerce website called "Bazarche", among 40 buyers, sellers, and 6 competitors, identifying key user needs during the pandemic and increasing online user traffic by 25% through trend analysis.

Graphic Design / 3D Modeling

2014-2018

Banavand Consultants, Iran

- Conceptualized and designed a wide range of construction products in 5 projects, meeting clients and business needs by collaborating with cross-functional teams of 40 members throughout the product development lifecycle.
- Managed 2 development projects and applied a design thinking process to empathize with target users, discovering possibilities and ideas for enhancing platform efficiency and attracting new potential users

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

Bachelor's in Architecture – Azad University of Tehran, Iran, 2011

Google UX Design Certification – Coursera, Online, 2022

TECHNICAL SKILLS

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

Design: Design Thinking principles, Wireframing and prototyping, User Interface Design, Usability Testing, User Psychology Research, Mobile and responsive Web Design, User Journey Map, Competitive analysis, Accessible Design, Design system, Brainstorming and creative Ideation, Detail Oriented, Human-Centered Design