

# Macy Takaffoli

UX Designer | Product Designer

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**Portfolio:** [macy-takaffoli.com](https://macy-takaffoli.com)

647 863 2485

Canada

I am an innovative and tech-savvy professional with about seven years industry experience and proven expertise in interpreting digital designs and translating concepts into user-friendly products

## SKILLS & COMPETENCIES

Design Thinking  
Wireframing & Prototyping  
Accessible Design  
Usability Testing  
User Research  
competitive analysis  
Mobile Design  
Responsive Web Design  
Design System  
Brainstorming & Ideation  
Human-Centered Design

## TOOLS

Figma	Adobe XD
Sketch	Adobe Creative Suite
WiX	HTML, CSS, JS
Canva	Miro
Autocad	Rhinoceros
Unity	Unreal Engine
Blender	Jira

## EDUCATION

### Master's in Digital Media

Ryerson University, Canada, 2022

**Coursework:** *Interaction Design in Digital Media, User Experience Design, Web3, Media Entrepreneurship, (HTML, CSS, JS), New Frontiers AR / VR*

### Google UX Design Certification

Coursera, Online, 2022

### M. Sc. in Architecture

University of Art, Iran, 2015

## EXPERIENCE

### Product Designer, UX Designer

Academic Project (Redesigned Google Glass & Google Maps for Blind People), 2022

- Developed a collaborative accessible IoT of Google Glass and Google Maps for blind people's navigation by utilizing the iterative process in UX principles and market needs, with the latest available technologies, and Google APIs.

### Product Designer, UX Researcher

Freelance Project (Built Teenagers Technical Skill Mobile App and Website), 2022

- Designed a responsive website and application with two different use cases for learners and providers
- Conducted research, wireframes, & prototyping to reach hi-fi mockup, and supported by user testing and defined KPIs

### UX Designer, UX Researcher

Academic Project (Built WisePiG Finance Mobile App), 2022

- Created a finance application to assist users in managing their budgets with personalized plans and feedback.
- Interpreted the UX principles from competitive audit and user flow to high-fidelity prototyping.

### UX Designer, UX Researcher

Academic Project (Redesigned Craigslist Website), 2022

- Executed qualitative and quantitative user research and testing to redesign the user interface of the Craigslist website
- Built the website using multiple technologies, such as HTML, CSS, and JS.

### UX Researcher

Academic Project (Built Health and Wellbeing Ecosystem as a Mobile App), 2021

- Performed comprehensive marketing research in the health and fitness marketplace to accomplish users' needs
- Involved in building a holistic platform for providing diet, mental, and physical health education

### Entrepreneur, Product Designer, UX Designer

Bornos Masion, Tehran, Iran, 2014 to 2021

- Established a clothing brand "BORNOS" from planning to successful market execution. Oversaw the management of Scrum teamwork flow
- Design and built the website for my own established business to let the customers see the models and order online
- Design website and applications for customers in E-commerce

### Graphic Designer, Architect, Project Manager

Banavand Consultants, Tehran, Iran, 2015 to 2021

- Conceptualized and designed a wide range of commercial buildings 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