

Macy Takaffoli

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User Experience Designer

UX/UI Designer with over 5 years of experience in Design, Research, and Developing user-oriented physical and digital prototypes. Seeking opportunities in UX/UI Design to collaborate with cross-functional teams in fast-paced, mission-driven companies to create impactful solutions for challenging problems.

PROFESSIONAL EXPERIENCE

Product Designer

Aug 2023-Current

Poetix (startup), Canada

- Conducted extensive user research, aiming to uncover user pain points related to maintaining their daily diary, by creating a compelling narrative of leveraging AI to generate a story based on their diaries and inputs.
- Designing comprehensive wireframes and user flows for the website prototype, aligned with the user stories generated during brainstorming sessions.
- Collaborated closely with the development team to develop the MVP, by designing the user journey, wireframes, and UI components for the design system

UX Researcher

Sep 2023-Current

University of Waterloo, Canada

- Researching the impact of AI in the UX design process, by conducting 1-on-1 interviews with UX practitioners, and analyzing the qualitative data with the thematic method to understand their workflow with collaborative AI.
- Identifying future research directions and innovation potentials toward enhancing the efficiency and capabilities of AI and Machine Learning to inform UX design decisions.

UX Designer

June 2022-July 2023

FLIK Community, Canada

- Led the operational workflows, scenario analysis, and interface design for the products in SaaS environments, by balancing the customer needs with business goals, technical feasibility, and market viability.
- Promoted UX design thinking principles within the team and cross-functional collaboration to deliver customer value
- 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, Canada

- Developed a collaborative accessible IoT solution, with AI implementation, as a live assistant, for blind people's navigation using synced Google Glass and Google Maps, targeting and solving the user's pain points through an iterative process utilizing Google APIs, and 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.
- Managed the project development and applied a design thinking process to empathize with target users, discovering possibilities and ideas for enhancing platform efficiency and attracting new potential users as a universal design

UX Designer / Product 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 trend 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 clients, and 6 competitors, identifying key user needs during the pandemic and increasing online user traffic by 25%

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, Sketch, Adobe Creative Suites, HTML, Canva, Autocad, Unreal Engine, Unity, Blender, Mural, Miro, Jira, Confluence

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