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Ensiyeh (Inès) ZAMANI   Based in Montreal, Canada

Over **5 years in UX/UI** design, and **research**. Proven ability to enhance **user experience**, streamline processes, and collaborate with **cross-functional teams**. Skilled in using **innovative technologies, AI-powered design & testing** to solve **complex problems** and deliver **user-centered solutions**. Known for **empathy**, **organization**, **communication**, **adaptability**, and a **user-first mindset,** with a **keen eye for visual** details ensuring high-quality design execution. Always seeking **growth** and eager to bring expertise to a **dynamic design role**.

Work experience

Freelance Product Designer   Oct2024–Present

Ongoing Projects: **Property management** for a private company

- User research and persona development
- Wireframing and interactive prototyping using Figma
- Usability testing to validate features

Product Designer - (BRIX - Innovation Lab)   Apr2024-Oct2024

Smart Operation, CRM, LMS app (Desktop & Mobile)

- **Designed** and **prototyped** the **Admin Panel** and **mobile app**, with **AI-integrated** features.
- **Led UX research** with a strong focus on accessibility and real-world user needs.
- Created a scalable **design system**, with variables and tokens.
- Collaborating with **developers and AI specialists**, read design requirements from **API** documentation and **JSON** structures. (frameworks: Vue.js, Flutter)
- Worked closely with **cross-functional teams** using the **Scrum** methodology to drive project success.
- Led **Continuous testing** (engaging in QA).

Tools, skills: Figma, Azure DevOps, Coda, Github, accessibility, HTML, CSS, Javascript, Generative AI
Impact: Improved communication efficiency, particularly for frontline workers, by up to 48%, reduced operational delays by 50%, and optimized training through the LMS, leading to a 40% reduction in workplace accidents.

Product Designer (Coffrages Synergy)   Nov2022-Apr2024

SaaS - Company Dashboard - Company Social Intranet - Mobile app

- Conceptualized, designed, and implemented a comprehensive **design system**.
- Led all **research and discovery** phases, ensuring user-centered insights.
- Worked closely with the Product Owner to **document the PRD**.
- Developed **detailed UX/UI specifications** based on accessibility compliances.
- Created **sketches, wireframes, and prototypes** to guide development.
- Facilitated regular **clients, & stakeholder meetings** and **presentations**, Collaborated in **technical reviews**

Tools, Skills: Figma, FigJam, Coda, Azure DevOps, Axure, accessibility, Agile, Scrum, Generative AI

Freelance UX UI designer   Sep2021-Nov2021

Projects: Minder & Padma (Wellness and Meditation - In Farsi)
- **User Research** and **Persona Development**
- Wireframes and **interactive prototyping** with Figma
- **Usability testing** for feature validation
- **Collaboration with developers** for implementation and handoff, Agile PMM

Tools, Skills: Figma, Adobe XD, Sketch, WIX, Webflow, Jira, Confluence, GitHub, accessibility, HTML, CSS, JavaScript

Assistant UX design - UX Land/Nexaland (Seattle, Remote)   Jan2021-Sep2021

- **Wireframes, Prototyping, and Design** in the **E-commerce** and Restaurant Sectors (Eternal Retro, Pasargad)
- **Facilitation and co-organization** of UX/UI design workshops for students
- **Assistance in teaching design** and project management tools (Figma, Adobe, Jira, Notion)
- Supervision of students' design tasks and providing **constructive feedback** to improve their skills

Tools, Skills: Figma, FigJam, Jira, Sketch, Confluence, Notion, WCAG accessibility

UI and SEO executive. SitoTravel   Nov2019-Jul2021

- Designed **user-centered interfaces for agency marketplace,** enhancing trip discovery and booking ease.
- **Developed intuitive navigation** for travelers and local agents, optimizing their platform interactions.
- Applied **iterative testing** to refine user experience and ensure platform efficiency.
- **Wireframes, Prototyping, UI Design**, and Development for the Company **Website** (WordPress)

 Tools, Skills: Adobe XD, Axure, WordPress, HTML, CSS, accessibility

Tools and skillset

- Problem-Solving, Design thinking
- User-Centered Design (UCD)
- Usability Testing & Heuristic Evaluation
- User research, testing, accessibility
- Customer Journey, Persona development
- Responsive design, UI guidelines, Storytelling & Presentation
- Rapid Prototyping (Storyboards, Flows, Wireframes), grid principles
- BA, PRD, and specifications
- Design system, interaction design, IA

- HTML & CSS, Javascript knowledge
- Figma (advanced), Adobe XD, Webflow,
- Framer, Zeplin, Github, Azure DevOps
- Jira, Confluence, Coda, Notion
- Cross-functional collaboration with devs, Product Owners, and Designers
- Agile, Scrum methodologies
- Documentation for hand-off
- B2B, B2C, SaaS Design
- A/B Testing & Data-Driven Design
- Accessibility (WCAG compliance)

Education

- IxDF, Interaction Design Foundation
- Google UX design professional
- UX Land - Advanced UX UI

- Electronic engineering, MA in FR
- English, French, Persian

My Interests**:** Yoga, meditation, nature exploration, reading, and creative content creation.