

# Paniz Parandakhteh

## Senior Product Designer.

LOCATION	Toronto, ON
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### Skills

#### Product Thinking

UX strategy, customer journey mapping, user story mapping, human-centered AI/ML practices

#### Design

Design research, storyboarding, wire-framing, UI design, prototyping, illustration, mood-board, typography, accessibility, AODA, design system, usability testing

#### Teamwork

Active listening, design team strategy, collaboration, brainstorming

#### Tools

Figma	Sketch + InVision
Adobe CC	Microsoft Office
Principle	Jira

### EDUCATION

#### Red Academy

Toronto - June 2019

Professional certificate of UI & UX design

#### University of Tehran

Tehran, Iran - May 2017

Bachelor of science in Agricultural Engineer

#### University of Tehran

Tehran, Iran - June 2014

Digital Photography

### COURSES

#### Google

UX design professional certificate

#### University of Virginia

Design thinking for innovation

### EXPERIENCE

#### Senior Product Designer — XpertSea

FEBRUARY 2023 TO PRESENT — TORONTO, CANADA

Leading visual design with a unique approach, collaborating closely with product and engineering teams to create data-driven and user-focused designs.

Ownership of design system and external visual content, and driving initiatives to improve product development and customer experience.

#### Product Designer (Freelance) — Candybox Marketing

OCTOBER 2022 TO FEBRUARY 2023 — TORONTO, CANADA

Worked closely with Project Managers and developers to define strategies, set roadmaps and deliver stunning user-centric solutions.

Performed design research, IA mapping and visual design for website redesigns.

#### Visual Designer — Envoy

AUGUST 2022 TO OCTOBER 2022 — IRVINE, CALIFORNIA, USA

Collaborated with my design team to create visual elements used to enhance the look and feel of current client websites.

Worked closely with the Creative Director to update digital assets and other interactive elements used throughout the organization.

Edited photo assets to match client branding and enhance the users experience.

Used Photoshop and Illustrator to create custom assets and illustrations.

#### Product Designer (Contract) — Retreat Guru

MAY 2022 TO JULY 2022 — NELSON, BC, CANADA

Worked on SAAS products which focused on giving health professionals the ability to create, modify and manage their wellness retreat services.

Worked with other departments to define and create a new design system.

#### Product Visual Designer — Kognitiv

DECEMBER 2020 TO JULY 2022 — TORONTO, CANADA

Designed SAAS products, focused on the internal loyalty platform used to allow clients to create, modify and manage their points rewards programs.

Worked on the PC Travel consumer website, crafting industry leading user experiences from concept to execution. Created complex sketches, hi-fidelity mock-ups and prototypes. Worked with other departments to define, maintain and manage digital assets. Created visual designs and components adaptable for various digital outputs.

#### UI / Graphic Designer (Contract) — Akendi

NOVEMBER 2019 TO APRIL 2020 — TORONTO, CANADA

Worked on creating a mobile app survey for sick kids hospital from in person client meet to brainstorming, wire-framing, creating Hi-Fi and prototyping.

Worked closely with art director and project manager to design journey map, personas and illustration for the City of Edmonton project.