Paniz Parandakhteh

Senior Product Designer.

EXPERIENCE

Senior Product Designer — Kampi

FEBRUARY 2023 TO PRESENT — TORONTO, CANADA

- Led the product visual design pivot and rebrand to Kampi, transforming it into a holistic farm management platform with features like real-time projections, financial insights, and secure messaging.
- Redesigned the platform and mobile app, driving incremental profits of $1.2M/year for a 1,400 Ha shrimp farm.
- Improved user engagement metrics, increasing average session duration by 1.8x and page views per session by 2.5x compared to the previous design.
- Established a design system that improved UI consistency and reduced development time by 20%.
- Managed the design of key features, enhancing user engagement through user research and collaborative iteration.

Senior Product Designer (contract) — Candybox Marketing

OCTOBER 2022 TO FEBRUARY 2023 — TORONTO, CANADA

- Led website redesigns, conducted design research and IA mapping to boost client conversion rates.
- Collaborated with project managers and developers on strategic roadmaps for user-centric solutions.

Visual Designer — Envoy

AUGUST 2022 TO OCTOBER 2022 — IRVINE, CALIFORNIA, USA

- Created compelling visual elements and collaborated on branding updates, enhancing client digital experiences.
- Partnered with the Creative Director for digital asset development and client projects.

Senior Product Designer — Kognitiv

DECEMBER 2020 TO JULY 2022 — TORONTO, CANADA

- Designed SaaS products for client loyalty programs, improving client management capabilities.
- Collaborated across departments to build user-friendly experiences and maintain a scalable design system.
- Conducted user research and usability testing, translating findings into actionable design enhancements.

UI / UX Designer (contract) — Akendi

NOVEMBER 2019 TO APRIL 2020 — TORONTO, CANADA

- Developed mobile app surveys and conducted user-centric design projects, including journey mapping and persona creation for large-scale projects.
- Created wireframes, prototypes, and interactive mockups to streamline app functionality and ensure alignment with user needs and project goals.

CONTACT

p.parandakhteh@gmail.com

www.panizdesigns.com

(647) 809-2747

Toronto, ON

SKILLS

Product Thinking

Research, Strategy, Journey mapping

Design

UI, Design system, Prototyping

Teamwork

Active listening, Collaboration, Brainstorming

Tools

Figma, Adobe CC, Microsoft Office

EDUCATION

Red Academy

JUNE 2020 — TORONTO, CANADA

UI & UX design diploma

University of Tehran

MAY 2017 — TEHRAN, IRAN

BSc in Agricultural Engineering

University of Tehran

JUNE 2014 — TEHRAN, IRAN

Digital Photography diploma

CERTIFICATE

Google

MARCH 2022 — REMOTE

User experience design

Maven

NOVEMBER 2023 — REMOTE

Design system bootcamp