BANAFSHEH MOHAJERI

UX & PRODUCT DESIGNER & RESEARCHER

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SUMMARY

UX and product Designer who blends user research, thoughtful interaction design, and data to build products that are clear, accessible, and measurably better. With 5+ years of experience and a research background in HCI, I've led enterprise website redesigns, consolidated acquired brands into one coherent experience, and designed for AI-powered platforms, using data to guide continued improvements after launch.

DESIGN SKILLS

User Research (Interviews, Surveys, Research Synthesis)	Usability Testing & Heuristic Evaluation	Information Architecture
User Flows & Journey Mapping	Wireframing & Prototyping	Interaction Design
UI & Visual Design	Responsive Web & Mobile Design	Design Systems & Component Libraries
Accessibility & Inclusive Design (WCAG 2.1 AA)	UX Analytics & Conversion Rate Optimization	AI-Assisted Research & Prototyping

TOOLS

Figma · FigJam · Figma AI · Adobe Creative Suite · Miro · Google Analytics . Google Search Console . Hotjar . Framer . Claude & Claude Code . ChatGPT & Codex . CMS Platforms . HTML . CSS . JavaScript

PROFESSIONAL EXPERIENCE

UX Specialist

Talan - Montréal, QC *July 2024 – August 2026*

- Led the UX/UI redesign of the Talan Americas website after a global rebrand, merging nearly 500 pages from the legacy site and two acquired companies into one information architecture serving 5 business units.
- Used GA4 and Hotjar to prioritize post-launch improvements, contributing to a 30% year-over-year increase in conversions on key offers, 54% more asset downloads, and a reduction of over 66% in rage clicks on affected pages.
- Built a Figma design system with 50+ reusable modules and 20+ page templates, reducing new-page design time from 4–5 days to 1–2 days.
- Designed go-to-market landing pages, microsites, and campaign ads, using A/B testing to increase click-through rates by 25%.
- Audited designs against WCAG 2.1 AA and owned developer handoff and design QA in an Agile workflow.

UI/UX Designer

ISWAD (Intelligent System Web App Development) - Ottawa, ON *May 2024 – July 2024*

Designed a startup's responsive pre-launch website in Figma, from navigation and page layouts to visual guidelines, and handed it off for a custom-coded build.

UI/UX Designer
Vosyn - Etobicoke, ON *December 2023 – May 2024*

- Designed user flows, prototypes and high-fidelity interfaces for an AI-powered platform; selected features shipped to beta and early production.
- Ran surveys and variant testing across two rounds of user research (about 20 interviews), turning findings into clearer navigation and content discovery.

User Experience Research Assistant
Polytechnique Montréal - Montréal, QC *May 2021 – September 2023*

- Led a two-phase study of trust in smart health apps, combining automated analysis of thousands of app reviews, manual coding of 120, and speculative design testing with 4 prototypes and 6 participants.
- Co-authored peer-reviewed research published at ACM UIST 2022, with findings on balancing user agency and transparency across user groups.

Freelance UX Designer and Researcher
Self-employed contractor *January 2020 – January 2021*

- Designed the pre-launch website for a local fluid power and hydraulics manufacturer, structuring product and service information for industrial customers.
- Conducted user research with the client's customers to inform website content and navigation.

UI and Web Designer
Arshitaweb *October 2019 – January 2020*

- Created wireframes, mockups and interactive prototypes for client websites, including e-commerce, in Figma and Adobe XD, refining layouts through usability feedback with designers and developers.

EDUCATION

Master of Science (M.Sc.), Computer Engineering – HCI *2021 – 2023*
Université de Montréal (Polytechnique Montréal) - Montréal, QC

• Graduate research: user trust and usability in smart health applications
• Coursework: Human-Computer Interaction, User-Centered Design, Data Visualization, Applied Machine Learning
• Polytechnique Montréal scholarship for academic achievement

Bachelor of Science (B.Sc.), Computer Science *2015 – 2019*
University of Tehran

PUBLICATIONS

• “Inconsistent Performance”: Understanding Concerns of Real-World Users on Smart Mobile Health Applications Through Analyzing App Reviews. Adjunct Proceedings of the 35th ACM Symposium on User Interface Software and Technology (UIST ’22), October 2022.

CERTIFICATIONS

• Moz SEO Certification

LANGUAGES

• English, French, Persian