

Hosna Salimi

Product Designer/UX Designer

[Portfolio](#) hosnaslm@gmail.com +1 647 741 1344 Toronto, ON

EXPERIENCE

Product Designer - Freelance - Marginalia, Canada

Apr 2023 - Present

- Initiated the design of an innovative app utilizing AI for augmented reality annotations, chat assistant, and diffusion model to enhance book reading experience.
- Conducted user research, created intuitive designs, and iterated 2+ times based on user feedback to optimize the app's usability and appeal.
- Collaborated with cross-functional teams and SWEs to integrate AI features.
- Validated the solutions by doing usability tests.

Product Designer - SAVVII Group Inc, Toronto, ON

Sep 2022 - Mar 2023

- Led end-to-end design of the business banking application from inception of ideas to the final solutions, focusing on research and design for key features such as payments and invoicing.
- Collaborated cross-functionally to ensure the application met business owners' needs.
- Validated the solutions by doing usability tests which resulted in more than 80% of user satisfaction.

Product Designer - Limoome, Tehran, Iran

May 2020 - May 2021

- Improved user satisfaction by 25% through optimization of the user journey for obtaining Limoome's personalized diets by conducting practical research, user acceptance testing, and in-depth interviews.
- Collaborated closely with cross-functional teams, including product managers, user support personnel, and developers, to implement the refined process and ensure a seamless experience for users acquiring their personalized diets.
- Utilized user research insights to inform design and development decisions, resulting in significant improvements to the efficiency and effectiveness of the digital platform's diet acquisition process.

Product Designer - Ava Etminan Asset Management, Tehran, Iran

Feb 2019 - Apr 2020

- Redesigned the legacy enterprise product, Dimsit, improving the users satisfaction more than 30% by creating an intuitive and user-friendly platform known as Arca.
- Conducted comprehensive user research to gain deep insights into the needs and preferences of petrochemical staff in Iran, employing iterative prototyping methodologies to refine the platform's usability.
- Focused on enhancing transaction completion efficiency, ensuring that Arca met the diverse requirements of petrochemical professionals, resulting in a streamlined and effective user experience.

UX/UI Design Intern - Farabi Accelerator, Tehran, Iran

Jul 2017 - Oct 2018

- Launched my career as an intern designer at Farabi, where I provided product design support to startups and collaborated with ten teams to design websites and applications.

ACADEMICS

Master of Design - Interaction Design

Concordia University, Montreal, Canada | 2020 - 2023

Mastering design theories, I focused on strategizing gamified experiences and the varying motivational factors across different cultural backgrounds. This exploration formed the basis of my final thesis, providing invaluable insights for creating engaging and culturally sensitive user experiences.

B.Sc. - Software Engineering

Shahid Beheshti University, Tehran, Iran | 2014 - 2019

My engineering background has given me a unique perspective to problem-solving, creating innovative and user-centric solutions that seamlessly integrate design and technology.

SKILLS

Design

Figma • Sketch • Principle • Adobe Suite • Collaborative Ideation • Participatory Design • Wireframing • Flow Diagramming • Rapid Prototyping • Storyboarding • Information Architecture • Product Strategy • Interaction Design • Visual Design

Qualitative Research

Usability Testing • Focus Groups • Observation • Design Evaluation • Ethnographic Research • Task Analysis • Contextual Inquiry • Semi-structured Interview • Affinity Diagramming • Heuristic Evaluation • Diary Study

Quantitative Research

Surveys • Data Analysis • Experiment Design • A/B Testing • Mixpanel (product analytics)

Programming

HTML5 • CSS3 • JavaScript • Python • Java

Languages

English • Farsi/Persian