



# NASTARAN TAHBAZ



## Product Designer | UI/UX Designer

Toronto, Canada

### ABOUT ME

Product & UI/UX Designer with **5 years** of experience designing **digital products** and platforms, backed by a **10-year background** in **architecture**. Experienced in translating complex requirements into clear, **user-centered** solutions through **research, user flows, and high-fidelity UI**.

Worked with **startups, agencies, and businesses** across Canada and internationally, collaborating closely with product, development, and marketing teams.

### WORK EXPERIENCE

#### UI/UX Designer (Contract, Part-time) 2024-Present

ITANIZ Boutique Marketing Agency (Vancouver)

- Collaborated with product and marketing teams on UI/UX for client-facing platforms
- Designed user flows, wireframes, and high-fidelity interfaces
- Contributed to design systems and visual consistency across products

#### UI/UX Designer & Content Designer (Contract) 2024-Present

TOREA Car Financing – Toronto

- Led website UX/UI redesign focused on lead generation and clarity
- Designed social media and digital content aligned with brand strategy

#### Freelance Product UI/UX Designer 2022-present

- Designed web and digital products across fintech, retail, and lifestyle sectors
- Delivered end-to-end UX: research, wireframes, prototypes, and UI
- Worked directly with stakeholders to define scope and priorities

#### Design Director & UI/UX Designer 2020-2022

Futurecity Innovation Lab | Tehran

- Led digital design initiatives and cross-functional collaboration across product, research, and development.
- Oversaw UX strategy, user flows, and interface design for innovation-focused platforms.
- Built experience in UX research, prototyping, and digital product thinking.
- Directed visual direction and design consistency across projects.

#### Architect, Interior Designer & Board Member 2010-2019

Liman Consulting Architects & Engineers, Kasra Construction Co. | Tehran

- Led architectural and interior design projects across healthcare, cultural, and commercial spaces
- Developed strong problem-solving, spatial thinking, and cross-disciplinary collaboration skills
- Advanced from junior architect to senior designer and board member, gaining leadership and multidisciplinary experience.

### CONTACT ME

[www.nastarantahbaz.com](http://www.nastarantahbaz.com)

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hello@nastarantahbaz.com

### LANGUAGES

English • Persian • Turkish

# NASTARAN TAHBAZ

## TOOLS

- Figma
- Adobe XD
- Miro
- Wix Studio
- Wordpress
- Adobe InDesign
- Adobe Illustrator

## EDUCATION

### || Bachelor of Architecture

Qazvin Islamic Azad University  
2006 - 2011

### || Interior Design Program

University of Tehran  
2013 - 2014

### || UI/UX Design Program

INVERSE School  
2022

### || High School Diploma, Mathematics

Shahid Mahdavi (IB School)  
1993-2004

## MY SKILLS

### Core UX Skills

- User Research
- User Flows
- User Personas
- Wireframing & Prototyping
- Usability Testing
- Problem Solving

### UI & Visual Design:

- High-Fidelity UI
- Design Systems
- Interaction Design
- Responsive Design

### Additional Skills:

- Content Design & Layout
- Social Media Visual Design
- Creative Direction Support
- Architectural Spatial Thinking
- Strong Attention to Detail
- Project Coordination
- Client Communication

## SELECTED PROJECTS

- Dezz Platform — Ui/Ux Design & Brand Identity
- Hayat Platform — Ui/Ux Design
- Atoosa Jewelry — Web Design & Content Creation
- Mahsa Jewellery — Web Design & Content Creation
- Kasra Construction Co. — Web Design & Content Creation
- Taymaz Group — Web Design
- Lamassu Espresso — Web Design & Content Creation
- Barlatte Espresso Bar — Branding & Web Design
- Burnaby Gentle Dental — Website Design
- TOREA Car Financing — Website Design & Content Creation

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