NASTARAN TAHBAZ

Product & UI/UX Designer, Toronto, ON
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SUMMARY

Product Designer with a background in architecture and 5 years of experience designing B2B and B2C products for 15+ clients, from self-service portals to civic platforms and e-commerce. Architecture taught me how people move through complex spaces, and I bring that thinking to digital products. I start by finding the real problem through research and testing, then design clear flows that make complex products feel simple, working closely with developers from concept to launch.

EXPERIENCE

UI/UX Designer, ITANIZ Boutique Marketing Agency (Vancouver, remote) | 2025 to Present

- Audited and redesigned the websites for Gentle Dental Burnaby and Lougheed Family Dental. The audit showed confusing service pages, no clear page hierarchy, and unclear information architecture, so I restructured the IA, defined user journeys, and replaced the cluttered layout with a clear hierarchy, contributing to a reported **50% increase in bookings**.
- Connected the clinics' service lists to a CMS through a single dynamic page template, so the team can add and update services without new page designs.
- Designed the Ashkelon Construction website and restructured its information architecture.

Product & UI/UX Designer, Freelance | 2022 to 2025

- Led the UX and UI design of a B2B self-service portal for devices, SIM cards, and contracts, now used by **1,500 employees**, from research and user flows to high-fidelity UI. Designed two connected experiences: employees request devices and SIM cards themselves instead of calling IT, while admins see who has which device, activate or deactivate devices, and send contracts from one dashboard.
- Designed and built a web platform for TOREA Car Dealership and Financing (Toronto), where customers browse cars, book test drives, and apply for financing. Customers had to retype the car's name in booking and financing forms, so I redesigned the flow to carry the selected car through automatically, coding the feature with Claude, cutting manual input and errors. **Bookings rose 20% within one month.**
- Designed a CMS-based inventory system so the dealership team can add, remove, and edit cars on their own, with each car page and booking form updating automatically, removing their need for a designer. View project →
- Designed and built 7 more websites for jewellery, coffee, immigration, construction, and trading clients, including 2 jewellery e-commerce stores, and redesigned 2 Shopify e-commerce stores. View projects →

Art Director & UI/UX Designer, Futurecity Innovation Lab | 2020 to 2022

- Designed Hayat, a launched web app for Tehran's municipality. The brief was to collect citizen feedback, but my interviews showed residents needed immediate value before giving feedback, and that no app offered neighbourhood-level information. This led the team to reframe it as a map-based neighbourhood guide covering cost of living, safety, hospitals, and schools, where residents rate each neighbourhood, giving the municipality the feedback it needed.
- As part of the design team, worked on UX strategy, information architecture, user journeys, and UI, and built a **30-component design system**. Planned and ran all **6 interviews and 8 usability tests**, and simplified the wording based on findings. Case study →
- Designed Dezz, a subscription platform that brings the building industry together in one community. Led UI/UX design, user research, interviews, personas, information architecture (Discover, Connect, Showcase), user journeys, and a **50-component design system**.
- Ran **three rounds of scenario-based usability testing with 6 participants**, recording sessions to see where users hesitated. After each round, refined terminology, made key actions more visible, and resized and repositioned buttons, then retested to confirm the fixes. Case study →

Architect, Interior Designer, Liman Consulting Architects & Engineers | 2010 to 2019

- Designed hospitals, clinics, and cultural spaces from concept to construction drawings, planning how patients, staff, and visitors move through each space, across **20 hospital projects and 2 health campuses**. Promoted from junior architect to senior designer.

SELECTED PROJECT

Occa, Wine Discovery App, Solo project, BrainStation Product Design | 2026

- Designed Occa, an app that helps people choose wine through a short guided quiz on occasion, food, taste, mood, and budget, after interviews with 4 casual wine buyers showed choice overload, time pressure, and gift anxiety. Took it from research and personas to a clickable Figma prototype. Case study →

SKILLS

- **Product & UX:** User research, user interviews, usability testing, UX audits, information architecture, user journeys, user flows, personas, wireframing, prototyping, design sprints
- **UI & design systems:** High-fidelity UI, design systems, component libraries, responsive design
- **Collaboration:** Developer handoff, user stories, stakeholder communication, bug review in Azure
- **Technical:** HTML, CSS, CMS (WordPress, Shopify, Wix Studio)
- **Tools**: Figma, Miro, Framer, Adobe Illustrator, Photoshop
- **AI tools:** Figma Make, Claude, ChatGPT

EDUCATION

Product Design, BrainStation, Toronto (completed 2026) | UI/UX Design, INVERSE School (2022)
Bachelor of Architecture, Qazvin Islamic Azad University

LANGUAGES

English, Persian, Turkish

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