NASTARAN TAHBAZ(SHE/HER) **Product & UI/UX Designer**, *Toronto, ON*

https://www.nastarantahbaz.com| www.linkedin.com/in/nastaranthz | hello@nastarantahbaz.com | 647 677 6753

SUMMARY

Product & UI/UX Designer with 5 years of UX experience and a background in architecture. I design responsive B2B and B2C products, from self-service portals to civic platforms, using research and usability testing to turn complex needs into clear flows. I work closely with developers from concept to launch.

SKILLS

- **Product & UX**: User research, interviews, usability testing, UX audits, information architecture, user flows, personas, wireframing, prototyping
- **UI & design systems:** High-fidelity UI, design systems, component libraries, responsive design
- **Collaboration:** Developer handoff, user stories, stakeholder communication
- **Tools**: Figma, FigJam, Miro, Framer, Adobe Illustrator, Photoshop, WordPress, Shopify, Wix Studio, HTML/CSS, Figma Make, Claude
- **Languages:** English, Persian, Turkish

EXPERIENCE

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

- Designed new responsive websites from scratch for Gentle Dental Burnaby and Lougheed Family Dental after a UX audit of their old sites, restructuring the IA; contributed to a reported 20% increase in bookings.
- Designed dynamic service pages connected to a CMS table, replacing 30+ static pages with one template and cutting design time.
- Designed the Ashkelon Construction website, from information architecture and user journeys to final UI.

UI/UX Designer, *Freelance | 2022 to 2025*

- Designed end-to-end UX/UI for a B2B self-service portal used by 1,500 employees to request devices and SIM cards instead of calling IT, plus an admin dashboard to manage devices and contracts.
- Designed TOREA's B2C car dealership website end to end, then used AI-assisted coding to auto-fill the selected car in booking and financing forms; bookings rose 20% in one month.
- Built a CMS-driven inventory with a page for each of 60+ cars, managed by the dealership team without a designer.
- Designed and built 7+ responsive websites across 5 industries, from jewellery e-commerce and coffee to construction and immigration, plus 2 Shopify stores, working directly with clients from brief to launch. View projects→

UI/UX Designer*, Futurecity Innovation Lab | 2020 to 2022*

- As part of the design team, worked across every stage of Hayat, a launched map-based neighbourhood guide for Tehran's municipality: UX research, personas, IA, user flows, high-fidelity UI, and a 30-component design system. Case study→
- Ran 6 user interviews and 8 usability tests for Hayat.
- As part of the design team, worked across every stage of Dezz, a mobile and desktop subscription platform for the building industry: interviews, personas, IA, user journeys, final UI, and a 50-component design system. Case study→
- Ran 3 rounds of usability testing for Dezz with 6 participants, refining terminology and making key actions easier to find.
- Took part in design sprint workshops with clients and internal teams.
- Wrote user stories and user flows in Azure DevOps for front-end and back-end developers, answering their questions through build and bug reviews.
- Coordinated design masterclasses and created guidebooks on methods such as Design Sprint and Double Diamond for internal teams.

Architect*, Liman Consulting Architects & Engineers*

- Designed how patients, staff, and visitors move through healthcare and cultural spaces across 10 hospital projects and 2 health campuses.
- Presented to clients and coordinated with large multidisciplinary teams and partner architecture firms.

SELECTED PROJECT

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

- Designed a guided quiz app that helps people choose wine by occasion, food, taste, and budget, from user interviews to a clickable Figma prototype. Case study →

EDUCATION

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