

SHAHRZAD JAFARI

Product Designer | UX Researcher

Vancouver, BC, Canada



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[Portfolio](#) | [LinkedIn](#)

UX Researcher with PhD in HCI and 6+ years planning and conducting primary user and market research for mobile, web & enterprise SaaS products. Expert in mixed-methods research (qualitative and quantitative) with proven track record translating user insights into actionable product strategy for healthcare, B2B enterprise, and cross-cultural platforms. Skilled at collaborating with product managers, designers, and executives to drive data-informed decisions in fast-paced environments.

SKILLS

- Mixed -Methods Research
- Persona validation
- Journey Mapping
- User Interviews & Surveys
- User Behaviour Analysis
- UX insight reports
- Affinity Diagramming
- Card Sorting
- Information Architecture
- Product Road mapping
- Service Blueprints
- Requirements Gathering
- A/B & Usability Testing
- Prototyping
- Design Systems
- Responsive Design
- Accessibility Compliance
- Branding & Graphic Design
- Heuristic Evaluation
- Human-Centered Design
- Data Mapping & Visualization

TOOLS

- Figma
- Webflow
- HTML/CSS
- UX Insights
- Miro
- Notion
- Asana
- Illustrator
- Canva
- GA4 google
- Survey Monkey.
- Framer / Wix
- Adobe XD
- Hotjar
- Maze
- Looker
- Trello
- Agile/Scrum
- Photoshop
- User Zoom
- InDesign
- AI Tools

PROFESSIONAL EXPERIENCE

UX RESEARCHER & DESIGNER

Koach - USA

| Apr 2025 - Present

- Owned end-to-end UX delivery, leading discovery, usability testing, and design sprints to define core user flows and product direction.
- Reduced cognitive load and task friction across onboarding and dashboards, improving clarity and usability for a cross-cultural mentorship platform.

UX RESEARCHER

Digital Lab - Vancouver, BC

| Feb 2024 - Feb 2025

+ Project I: Seizure Action Plan App

Analyzed qualitative and quantitative data from usability testing sessions to generate actionable insights that reduced caregiver decision time by 33%.

+ Project II: CATT Website Platform

Analyzed quantitative data from 60-day GA4 audit (12,000+ users) to identify drop-off points and inform product strategy

UX/UI DESIGNER

Wallgate Holdings - Vancouver, BC

| Jun 2022 - Feb 2024

- Improved patient engagement and accessibility by launching an online booking platform for healthcare services.
- Applied the Business Model Canvas to align value propositions, features, and workflows.

PRODUCT DESIGNER

Shahrzad Theatre - Tehran, Iran

| Aug 2017 - Jun 2022

- Increased usability, traffic, and VIP sales by redesigning the digital ticketing and services platform.
- Led UX, art direction, and product ideation, collaborating with artists, technicians, and internal teams.

EDUCATION

PHD. DESIGN (HCI)

University of Tehran

| 2025

M.S. INDUSTRIAL DESIGN

Alzahra University

| 2017

B.S. INDUSTRIAL DESIGN

Science & Technology University

| 2014