Paria Majidi

Senior UX/Product Designer

With 8+ years in UX and a background in Computer Science, I create scalable, inclusive, and user-centered solutions with a deep understanding of both design and technology.

Work Experience

Senior UX Designer, Canada Life, *Montreal | Apr 2022 - Present*

- Redesigned the 'Make a Claim' flow to improve submission speed and ease of use, leveraging an iterative design thinking approach with insights from usability studies, card sorting, and tree testing, leading to a 16% increase in user satisfaction measured by Qualtrics.

- Optimized the information architecture and introduced new components, making it easier for users to find and understand their submitted claims, resulting in a 32% decrease in call center inquiries within three months.

- Influenced the business to prioritize changes based on user pain points identified through the collaboration with User Research and Analytics teams, resulting in a user-centered roadmap for 2025.

- Introduced a design review step in the agile methodology of our lab, resulting in a 60% reduction in UI bugs in production and enhancing the team's velocity.

- Mentored junior UX designers by providing guidance on best practices and fostering effective collaboration in a cross-functional environment, resulting in the successful delivery of a critical project under a tight deadline.

- Collaborated with the design system and accessibility teams to develop three WCAG-compliant, multi-platform components, adopted across multiple labs and used by 1M+ users.

UI/UX Designer, *HealthyPal, Tehran | Aug 2016 - Sep 2018*

- Redesigned the mobile app based on user pain points identified through phone interviews, competitive/comparative analysis, usability, and field studies, resulting in a 45% increase in user engagement.

- Personalized and gamified the application based on each user, which resulted in a 30% improvement in retention rate.

Academic Projects

Master UX Research Assistant, *Navigation Using the Haptic Feedback, Montreal | Sep 2019 - Jan 2021*

- Conducted generative research using interviews, competitive analysis, and brainstorming, leading to a new haptic feedback wristband.

- Collected data from two experiments with 30 participants using mixed-methods research, including surveys, structured interviews, and task results.

- Decreased the error rate from 27% to 3% and increased user satisfaction from 60% to 98% in the second experiment.

UX Student Consultant, *Ulule, Montreal | Winter 2020*

- Conducted a moderated remote usability study with 12 participants using scenarios and tasks reflecting the company's personas and objectives..

- Collected data from pre-test and post-test questionnaires, System Usability Scale (SUS), and think-aloud technique and analyzed results using SPSS.

- Turned research findings into concrete recommendations and prioritized them in terms of implementation.

Portfolio: www.pariamajidi.com

LinkedIn: linkedin.com/in/paria-majidi

Email: Majidiparya93@gmail.com

Location: Montreal, Canada

Education

Information Technology (MSC) - Research Assistant
École de technologie supérieure - Montreal | Sep 2019 - Feb 2022

Computer Science (BCS)
Shahid Beheshti University - Tehran | Sep 2012 - Sep 2016

Skills

UX & Product Design Skills
Quantitative Research | A/B Testing
Data Analysis | Data Interpretation
Qualitative Research | Experiment Design
Active Listening | Contextual Inquiry
Heuristic Evaluation | Gamification
CognitiveWalkthrough | Customer Journey
Storyboards | High-Fidelity Prototyping
Wire Framing | Low-Fidelity Mockups
Screen Flow | Personas
Cross-Platform UX (iOS, Android, Web)
Information Architecture Design
AI-Assisted UX Design

UX Tools
Figma | FigJam | Mural | Sketch | Adobe XD
UserZoom | Qualtrics | Hotjar
Google Analytics | Adobe Analytics

Technical Skills
R Studio | SPSS | HTML5 | CSS3 | JavaScript
AngularJS | SQL

Languages

English, Persian, French

Volunteering

International Workshop on Haptic and Audio Interaction Design (HAID 2020)
Aug 2020

Design Mentor, RWB Charity
Jan 2025

Design Judge, UXLaurier Design-a-Thon
Feb 2025