

Professional Summary

Human-centered UX Designer with 4+ years of experience creating inclusive, scalable digital experiences — from enterprise dashboards to customer-facing apps. Adept in WCAG 2.1 compliance, usability testing, and design systems. Known for reducing friction, improving accessibility, and making inclusive design a team-wide priority. I don't just follow accessibility guidelines — I integrate empathy-driven design into every step of the UX process, from discovery to delivery.

Skills

- Inclusive UX & Accessibility (WCAG 2.1, EN301)
- Accessibility Testing (JAWS, NVDA – intermediate experience via exploratory/manual testing)
- Usability Testing & User Research (Interviews, Card Sorting)
- Design Systems & Scalable UI Libraries
- Familiar with Salesforce environment and component-based systems like Pega
- Interaction Design, Wireframing, Prototyping
- Accessibility Audits, Consultation & Code Collaboration
- Cross-functional Collaboration (Dev, QA, Content)
- Tools: Figma, Adobe XD, Mural, JIRA, Confluence, SharePoint, HTML, CSS, GitHub

Notable Projects

Investor's Edge Redesign (CIBC – Personal Project)

- Audited core screens using WAVE and manual checks — resolved key WCAG issues like missing labels, poor contrast, and heading structure
- Refined UI patterns based on heuristics and common pain points in competitor apps — improved clarity and user flow
- Reorganized navigation and visual hierarchy to enhance discoverability of financial tools (↑ 35%)
- Created annotated wireframes with accessibility notes for screen reader support — reducing potential QA friction in real-world dev handoff

FreyFunds – Personal Finance App

- Built a design system improving UI consistency by 40%
- Integrated screen reader-friendly patterns (ARIA, skip links, labels)
- Ran usability tests and applied findings for clearer, more intuitive flows

Professional Experience

Project Administrator – IT & Design Projects

HSA Inc., Richmond Hill, ON · Jan 2024 – Present

- Partnered with UX designers and devs to deliver accessible, user-friendly internal dashboards; streamlined workflows boosted team efficiency
- Audited products for WCAG compliance and shared actionable UX/UI fixes across teams
- Used GitHub to flag and resolve accessibility defects, often sharing annotated code to demonstrate correct ARIA usage
- Helped reduce QA issues by catching design-time accessibility gaps before dev handoff

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UX Designer

Hami Ofogh Farda · Aug 2020 – Sep 2023

- Designed and tested inclusive mobile experiences — reducing drop-off by 20%
- Standardized UI across platforms with a reusable design system
- Led user research cycles to uncover accessibility pain points in real-world use
- Provided accessibility consultation and informal training to dev and QA teams, helping them adopt WCAG-aligned practices in real-time projects.
- Worked within Agile sprints and hybrid delivery models, collaborating cross-functionally to ensure accessibility requirements were integrated throughout the product lifecycle.

Graphic User Interface Designer

PixelSense Agency | Remote | Mar 2019 – Mar 2020

- Designed mobile-first UI for e-commerce and service-based platforms.
- Delivered pixel-perfect mockups in Figma and Adobe XD.
- Participated in client reviews, design QA, and rapid prototyping cycles.
- Collaborated closely with a small, fast-paced team in an agile setup to deliver quick design iterations and meet tight deadlines.

Education Certificate

- **Certificate in UX Design** – BrainStation, Toronto, ON (2024)
- **B.Sc. in Industrial Engineering (Systems Planning & Analysis)** – Azad University

WHY ME?

I don't just talk about accessibility — I build it into every pixel. I've seen firsthand how exclusionary design can hold people back, and I've made it my mission to fix that. With a blend of UX expertise, accessibility standards, and systems thinking, I'm ready to help your company build inclusive internal tools that empower every user — not just those who fit the default profile.