

Paria Majidi

Senior UX / Product Designer

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Senior UX designer with 10+ years, a master's in human-computer interaction, and a computer science background. I make complex enterprise products easier to use, grounded in usability research and product analytics. I use AI in my own process and design it into products where it genuinely helps people.

Skills

Research & Analysis: AI-Assisted Research Synthesis · Qualitative & Quantitative Research · Usability Testing (Moderated & Unmoderated) · Card Sorting & Tree Testing · Semi-Structured Interviews · Affinity Mapping · Competitive Analysis · A/B Testing

Product & Interaction Design: AI-Assisted Ideation · AI Opportunity Mapping · Information Architecture · User Flows & Journey Mapping · Wireframing & Rapid Prototyping · Design Systems · Accessibility (WCAG) · Cross-Platform UX (iOS, Android, Web)

Collaboration & Delivery: Workshop Facilitation · Stakeholder Alignment · Prioritization · Mentoring

Tools & Technical: Figma · FigJam · Qualtrics · Google & Adobe Analytics · R Studio · SPSS · Copilot Studio/Agent Builder · Claude Code · HTML5 · CSS3 · JavaScript · SQL

Work Experience

Senior UX Designer | Canada Life

Apr 2022 – Present

My Canada Life At Work, a workplace benefits portal serving 2M+ active members · Montreal

Claims & Coverage Experience · Apr 2022 – Oct 2025

- Owned discovery, UX evaluation, and delivery for “Make a claim” flow driving 12% of all call centre volume at 3.5/5 satisfaction, raising member satisfaction 16% as measured in Qualtrics.
- Shipped three scalable, multi-platform, WCAG-compliant components with the design system and accessibility teams, now reused by other squads.
- Introduced AI-assisted document capture that replaced manual data entry in the claims flow, reducing submission errors 30% and improving submission speed 25%.

Navigation & Information Architecture · Oct 2025 – Present

- Led the end-to-end redesign of the portal's navigation and information architecture, from discovery and research validation through cross-functional rollout planning; increased task success from 62% to 90%, first-click accuracy from 30% to 87%, and reduced navigation-related post-call feedback by 32% within six months of the interim menu launch.
- Validated and shaped the proposed information architecture through an open card sort with 30 participants and tree testing with 78, translating research insights into the navigation model while using AI-assisted synthesis to reduce research analysis time by 23%.

- Secured dedicated 2026 roadmap time and usability study budget by facilitating stakeholder alignment, ideation, and prioritization sessions, influencing product, business, and engineering to back a research-led navigation plan.

UI/UX Designer | HealthyPal

Aug 2016 – Sep 2018

Health and fitness platform, Tehran

- Drove a 30% improvement in retention by personalizing and gamifying the experience around each user's plan.
- Increased workout and diet plan package sales 82% in three months by promoting packages in-app and A/B testing to identify the highest-performing placement.

Academic Research

Master's UX Research Assistant | École de technologie supérieure

Sep 2019 – Feb 2022

Navigation using haptic feedback from a mobile phone and smartwatch, Montreal

- Led generative research through interviews, competitive analysis, and brainstorming to produce a new haptic feedback wristband concept, with the proposed haptic patterns rating 5 out of 5 for clarity against 4 for Apple Watch navigation haptic feedback.
- Cut task error rate from 27% to 3% and lifted user satisfaction from 60% to 98% by redesigning the haptic feedback model after analyzing weaknesses in the first experiment.

Additional Experience

Front-End Developer | Rata Games & Application

2014 – 2016

- Built responsive websites in HTML5, CSS3, JavaScript, and AngularJS across e-commerce, corporate, and advertising platforms.

Education

MSc, Information Technology — Human-Computer Interaction

Sep 2019 – Feb 2022

École de technologie supérieure, Montréal

BSc, Computer Science

Sep 2012 – Sep 2016

Shahid Beheshti University, Tehran

Community & Professional Engagement

- Design Judge, UXLaurier Design-a-Thon, Feb 2025
- Design Mentor, RWB Charity, Jan 2025
- Volunteer, International Workshop on Haptic and Audio Interaction Design (HAID 2020), Aug 2020
- Languages: English, Persian, French