

SHEIDA JAMALIAN

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SUMMARY

Experienced Senior Product Designer (UX/UI) with a proven track record of crafting innovative design solutions across various industries and platforms. Proficient in guiding multidisciplinary teams from inception to launch, delivering user-centric solutions driving business growth. Accomplished a 300% revenue increase in one quarter over the past career in product design. Skilled in aligning design strategies with organizational goals through effective stakeholder collaboration.

EXPERIENCE

Senior Product Designer - PCloud Innovations, Canada / USA 2023 - 2024

Designed two B2B SaaS solutions for AEC, collaborated with multiple interdisciplinary teams:

Canam Steel Corporation (CSC)

- Accomplished design goals 2 months ahead of schedule by leading frequent stakeholder workshops to align user-centric solutions with business strategies.
- Conducted interviews to gather user needs for creating customized construction materials.
- Introduced a customizable multi-screen platform to improve user efficiency by designing an all-in-one web-based solution to minimize tool-switching.
- Created design specifications for developers and collaborated on design adjustments during implementation, using Azure.

PlantVision

- Engaged 120 corporations at the 2023 Autodesk event in Las Vegas.
- Boosted user adoption through redesigning workflows and integrating new features into a cloud-based design review software as an Autodesk plugin.
- Conducted research and applied understanding of plant 3D project management to solve existing usability issues.
- Facilitated workshops to revisit product roadmap and define design strategy.
- Created rapid prototypes to demonstrate complex journeys quickly to deliver actionable insights.

Product Design Adviser - Seaclub, Canada 2023 - Present

- Provided feedback, and design support to fellow designers to enhance the overall design quality and cohesion of a Web3 human resource service for both B2C and B2B sectors.
- Collaborated with stakeholders to ensure alignment of design with business vision.

UX/UI Design Mentor - Concordia University, Canada 2024 - Present

- Mentored UX students in the design thinking process from concept to production, guiding junior designers in adopting user-centered design methodologies and design principles.
- Provided career guidance emphasizing enhanced communication, attention to detail, initiative, problem-solving, simplifying complexity, and effective collaboration in cross-functional agile teams.

Product Designer - Hudson Labs (formerly Bedrock AI), Canada 2022 - 2023

- Achieved a 3x revenue increase in one quarter while reaching 14 times more user engagement by redesigning a news-feed for a financial FinTech software, enabling real-time access to red flags of investing in capital markets.
- Ran brainstorming and led ideation workshops to create a data visualization dashboard, enhancing the visibility of crucial information to aid users' financial decisions.
- Delivered design solutions within strict timelines in a dynamic, fast-paced environment.

- UX/UI Designer** - Fujitsu, Canada 2021 - 2022
- Created design systems, style guides, pattern libraries, design documentation and guided visual design implementation for a mobile banking application serving customer financial needs.
 - Created user flows and wireframes, utilizing Figma, Photoshop, and HTML/CSS.
- UX/UI Designer** - Coin, Remote 2021 - 2022
- Reached 25% increase in premium activation of a mobile financial management application by refining Information Architecture research to understand users' pain points and developing and testing solutions to meet user needs.
 - Ensured that established design standards were consistently and appropriately applied within design work, assisting users in setting and tracking daily budgets.
- UX/UI Game Designer** - Game of Planets, Canada 2021 - 2021
- Optimized functionality of an online Sci-Fi game by applying heuristic evaluation, usability testing and user interface improvements while aligning player journeys with interests for an enhanced gaming experience.
- UX/UI Designer** - Picks, Remote 2020 - 2021
- Achieved 75% user satisfaction for the ordering process of a fast food application by leading the interaction, visual, illustration, information architecture design and introducing gamification.
 - Utilized diverse methods, including observation, surveys, card sorting, data analysis, sketching, A/B testing and interactive design to engage user experience.
- UX/UI Designer** - Diba, Remote 2020 - 2020
- Accomplished 70% user satisfaction by providing a split payment method and simplified complexity via minimal design in a responsive E-commerce website.
 - Conducted quantitative and qualitative research, and interviews to define problems, and develop storyboarding and mockups. Employed rapid prototyping and validation for refinement.
- Software Developer** - Ericsson, Canada 2019 - 2020
- Conducted End-to-End testing using Python & Java while contributing to the quality assurance (QA) department and the product owner of an internal portable telecommunications software.
 - Utilized Jira, Git, and Confluence.

EDUCATION

- Internet Programming & Development (A.E.C.) - John Abbott College, Canada 2019
- Web-Database Programming (A.E.C.) - Vanier College, Canada 2016
- Computer Software Engineering (B. Eng.) - Payame Noor University, Iran 2014

CERTIFICATES

- Conducted UX Research and Test Early Concepts - Google 2022
- UX: Empathize, Define, and Ideate - Google 2022
- Design for AI Interfaces - LinkedIn 2021
- UX Accessibility - LinkedIn 2021
- UX Deep Dive, Analyzing Data - LinkedIn 2021
- Interaction Design, Data Visualization - LinkedIn 2021
- UI/UX Design Specialization - California Institute of the Arts 2021