

# SHAZA MEZIAN

PRODUCT DESIGNER



[designforchange.ca](https://designforchange.ca)



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Burlington, ON

## SKILLS

- User Research & Data Analysis
- Journey Mapping
- Wireframing
- Rapid Prototyping
- Interaction Design
- Usability Testing
- Information Architecture
- Agile Methodology
- Visual Design

## TOOLS

- Figma
- Adobe Suite (Photoshop, Illustrator, Premiere Pro)
- HTML/ CSS
- Visual Studio Code
- Dovetail
- Hotjar
- Datadog

## EDUCATION

Bachelor's degree in Software Engineering, Applied Science University, Jordan

## CERTIFICATES

- UX/UI Design – University of Toronto School of Continuing Studies
- Gestalt Psychology and Web Design: The Ultimate Guide

## PROFILE

A seasoned designer with seven years in tech and a background in Software Engineering and Psychology, I blend technical understanding, product strategy, and deep comprehension of user needs to solve complex business problems. Transforming complex SaaS workflows into user-friendly, visually-captivating products. I'm skilled in teamwork, autonomy, and making high-stakes decisions under tight deadlines.

## EXPERIENCE

### PRODUCT DESIGNER

**Apr. 2022 - Present**

#### METHOD:CRM

Toronto, Canada

Method is a successful SaaS start-up that focuses on delivering customizable CRM tools powered by a no-code platform and a two-way QuickBooks sync engine.

- Developed a continuous research process to target major user pain points and needs establishing standard protocol for all product deliveries
- Influenced product roadmap to be user-centric, resulting in a consistent increase in Net Promoter Score (NPS) by 7 points each month
- Improved speed and accuracy of decision making for product team by creating a user interview repository using Dovetail
- Increased sales demos by 150% weekly by optimizing the onboarding experience by using competitor tactics and understanding user behaviour (Hotjar)
- Optimized rapid prototyping and user testing to establish usability early on which minimized rework and resulted in faster release of validated features
- Ensured seamless user experience across entire platform by conducting extensive UX audits across product verticals to identify and address product and design issues
- Streamlined user interaction by identifying and eliminating design friction points, leading to significant improvement in metrics (e.g. engagement, retention, conversion)
- Created data-informed design artifacts e.g. behavioral archetypes and journey maps to provide design direction
- Actively participated in end-to-end digital product launches, ensuring superior user experiences in collaboration with product manager, development and QA teams
- Applied design principles consistently to meet WCAG and W3C accessibility and web standards, ensuring optimal user accessibility across various demographics

- Human Computer Interaction – HCI
- Diploma in Clinical Hypnotherapy with Psychotherapy & Counselling Skills

**VISUAL DESIGNER**  
**Nurture Growth Bio Inc.**

**Aug 2020 – Apr 2022**  
 Mississauga, Canada

Nurture Growth Bio is an innovative and sustainable company that specializes in creating eco-friendly, organic products that promote sustainable agriculture.

- Executed expansion into new market for company (e.g. commercial fertilizers) by leading information architecture redesign, optimizing navigation and sitemap
- Revamped company's main website, resulting in significant uplift in digital presence and traffic by a 45% increase in unique website visitors and a 25% increase in Google-driven traffic
- Managed multiple high-priority projects such as pitch deck templates, digital and print assets to drive acquire new customers

**VISUAL DESIGNER**

**Dec 2016 – Apr 2022**

**Freelance**

Ontario, Canada

- Strategically planned website designs, enhancing user experience through functional navigation and user journeys for a mental health support company
- Built interactive, engaging and responsive websites that reflect brand's mission and provide function for their audience for consumer product goods (CPG)
- Led discovery sessions and analysis tasks that informed brand guidelines and website visual language for estate and trust services company
- Developed user-friendly Content Management Systems for client content editing in website builders like WIX in the art sector

**SOFTWARE ENGINEER**

**Mar 2012 – Dec 2016**

**Emaratech**

Dubai, UAE

Emaratech is a leading company that provides technology solutions for border control, payment systems, and government services.

- Wrote clean, well-engineered code that is readable, adequately commented, robust, and adheres to company standards
- Built APIs that served data to windows from front-end that handled over 20,000 transactions a day
- Worked closely with product managers, developers, and QA team to ensure seamless and efficient product development cycles
- Developed graphical user interfaces (GUIs) and prototypes to speed up processing time of visa applications
- Prepared test data, test cases, and files for unit/integration testing to ensure promoted code is error free