

## WORK EXPERIENCES

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### UX Lead /Senior Product designer

Sep 2023 - Present

BOXX Insurance | Toronto, Canada

**Projects:** Enterprise web-based software application (policy management system), Underwriter and broker portal, Consumer portal

**Approach:** Responsive, desktop, mobile, tablet

#### Driving User-Centric Design and Optimization

- Spearheaded the redesign of the policy management platform, achieving a 60% increase in user self-service adoption and reducing support requests by 48%.
- Crafted a streamlined cyber underwriter portal, enhancing the Submission-to-Bind process and improving the "time to quote" KPI by 75%.
- Collaborated with the ASM team to integrate an attack surface management platform into the underwriter portal, which cut down average risk analysis time by 46% and boosted user satisfaction ratings by 60%.

#### Strategic Leadership and Design Direction

- Created and executed UX strategies that align with the company's core objectives and user needs, establishing design governance processes to maintain consistency and quality across all digital interactions.
- Led a team of UX designers, providing mentorship and growth opportunities, while guiding them through design refinements to ensure a high-quality, user-centric experience.
- Designed processes that integrate user research, comparative analysis, and usability testing into the design workflow, ensuring decisions align with business goals.

#### Defining UX Strategy

- Conducted comprehensive research to understand current and future customer needs, perceptions, and performance, as well as competitive analysis and Fintech industry trends.
- Established broad goals, specific and measurable objectives, positioning statements, and crafted a high-level vision and mission statement to define the company's strategic direction.
- Developed a roadmap for achieving the strategic direction, including optimizing team roles and performance, addressing skill gaps, and fostering a culture of continuous improvement.
- Focused on user-centric design, prioritizing simplicity, accessibility, speed, and leveraging common design patterns to enhance familiarity and confidence.

#### Product Design Expertise

- Led the design of a comprehensive policy management system for brokers and underwriters, gathering requirements, creating wireframes, prototypes, and high-fidelity designs, and collaborating with the development team to ensure seamless implementation.

# Lida Alirezaei

UX Lead/Senior Product designer

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- Delivered a consumer-facing portal, applying user-centered design principles to create a seamless and intuitive experience for customers to manage their cyber insurance policies.
- Conducted regular usability testing and tracked UX KPIs to validate design decisions and measure the success of design initiatives.

## Senior UX/UI Designer

Nov 2022 - Aug 2023

Oliver Marketing Agency/Equitable Advisor | Toronto, Canada |

**Project:** Building advisors portal / **Approach:** Mobile-first design for mobile, desktop and tablet/B2B

### Design Process

Assessed UX design requirements for digital assets, utilizing “five whys” and heuristic analysis to inform design principles.

Researched and developed information architectures (IA) and user flows, creating flow diagrams, storyboards, site maps, and low-fidelity wireframes using tools like Miro and Adobe XD.

Developed and conceptualized a comprehensive UX/UI design strategy for a mobile-first design.

Provided guidance on the implementation of UX research methodologies and testing activities, utilizing userTesting.com to gather valuable insights from diverse user groups.

Applied human-centered design methodologies to drive innovation and solve complex problems, aligning user needs with business objectives.

Produced low-fidelity wireframes and high-fidelity prototypes in Adobe XD, rigorously testing design components for usability enhancements.

Ensured all elements of the online user experience were optimized for improved usability and assessed design compliance with AODA & WCAG standards for accessibility.

Adhered to the established design system, ensuring a cohesive and consistent user experience across all designed pages.

### Leadership

- Led the design process from concept to implementation.
- Collaborated with marketing, design, and development teams to ensure the quality of the design and alignment with project goals.
- Facilitated UX critique sessions and stakeholder presentations to drive alignment and improve design decision-making.
- Participated in Agile project planning and tracking, ensuring all stakeholders remained aligned with project objectives.
- Reduced ambiguity in the design process through thorough research and user testing, resulting in clear and effective design solutions that met user needs and business goals and to align with Fintech industry best practices.

## Senior UX/UI Designer

May 2022 - Nov 2022

Oliver Marketing Agency/Protective Life insurance | Toronto, Canada |

**Project 1:** Claims Portal / **Approach:** Responsive design for Mobile and desktop.

**Project 2:** Optimizing the web-based software applications CXHUB system (Dynamics365 CRM) /B2B

- Executed both qualitative and quantitative research, to understand the user’s needs.
- Participated in Project planning and tracking sessions through the agile environment, JIRA, Azure dev.
- Worked closely with business analysts and project managers to obtain business requirements.

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- Designed user interface in Figma considering industry best practices and business objectives, user needs, and systems constraints.

## Design Process/Production process

- Designed complex user flows by mapping key user tasks, entry and decision points, and user paths.
- Applied a user-centered design process: discovery, prototype, design, refinement, assessment, and validation.
- Conducted qualitative and quantitative research to gain insights into user needs and preferences.
- Participated in design review sessions with teams, acquiring consensus and feedback.
- Mapped complex user flows that illustrated key tasks, entry points, decision paths, and user journeys, securing feedback and buy-in from team design review sessions.
- Incorporated the design system into my work to ensure consistency and efficiency.
- Executed business acceptance test cases and testing.
- Designed user interfaces in Figma, considering business objectives, user needs, and system constraints.
- Worked on responsive design as well as a mobile native app for the same client.

## Strategic Leadership

- Successfully drove buy-in from cross-functional teams and stakeholders by effectively communicating the impact of UX design solutions, resulting in improved collaboration and successful project outcomes.
- Acted as a user experience advocate regarding principles of user experience and user-centered design.
- Established strong partnerships with tech/engineering teams, collaborating closely throughout the design and development process to ensure the successful implementation of UX design solutions.
- Contributed to the development, maintenance, and continuous improvement of efficient and effective usability methodology/process, documentation, workflow, ROI, metrics, and design standards specifically for Fintech industry.
- Worked with project managers to ensure that usability deliverables accommodate project timelines, budgets, and technical and scope constraints.
- Contributed to Agile project planning, leveraging tools like JIRA and Azure DevOps for effective tracking.
- Collaborated closely with business analysts and project managers to gather and define comprehensive business requirements.
- Strengthened collaboration across cross-functional teams by effectively articulating the impacts of UX design decisions, leading to improved project outcomes.
- Integrated design systems to ensure consistency and efficiency across all design endeavors, while facilitating stakeholder alignment and feedback.

## Senior Product Designer

Jan 2021 - April 2022

LEADA Digital | Toronto, Canada

**Project:** Hashtag Windsor Application / **Approach:** Mobile native app, eCommerce

- Conducted user interviews, and developed an extensive understanding of who users are.
- Worked with the data-driven approach and used user-generated content.
- Conducted formative research and data gathering to find users' pain points.
- Helped improve information architecture by assisting with card sorting, and affinity diagramming.
- Processed an iteration of lo-fi designs including wireframes and low-fidelity prototypes in Figma.
- Designed and improved wireframes that contributed to user-centred design (UCD) using Figma.
- Drafted and finalized microcopies to be used throughout the application.
- Generated fully interactive hi-fi prototypes and click-throughs used for presentations and user testing.
- Defined testing parameters, moderated usability testing, interview sessions, and A/B tests.
- Collaborate with the dev team by providing the design system guides and interaction specifications.

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- Conveyed design concepts and deliverables to stakeholders through QA sessions using UI skills.
- Assessed design Compliance to AODA & WCAG standards for accessibility.
- Created and maintained a design system that meets design best practices and accessibility standards.

## UX/UI Designer

Feb 2020 - Dec 2020

Citizen Street Productions Inc. | Toronto, Canada |

**Project:** Building 2 artist portfolios / **Approach:** Responsive design for Mobile and desktop

- Conducted qualitative and quantitative research to generate data to define the complication.
- Organized data and key insights to summarize and communicate the main findings.
- Moderated local and virtual small user testing sessions based on personas.
- Created Responsive design using Figma.
- Built more intuitive navigation by eliminating misleading labels and unnecessary clicks.
- Developed UX documentation, such as requirements, research findings, journey maps, and personas.
- Tested designs using lo-fi and hi-fi prototypes created in Figma.
- Assessed usability by testing learnability, efficiency, memorability, and errors, to gain user satisfaction.

## UX/UI Designer

Jan 2019 - Jan 2020

Colleen O'Brien Art | Toronto, Canada

**Project:** Building responsive website / **Approach:** Responsive design for Mobile and desktop, eCommerce

- Conducted qualitative and quantitative research and interviews to improve key UX metrics.
- Created user personas and user flows.
- Applied progressive disclosure to improve usability and maintain the focus of a user's attention.
- Analyzed heat map to understand user behaviour by testing the experience.
- Designed UI elements such as navigation and input controls.
- Provided creative assets including design components, and image assets when needed.
- Managed guerrilla usability testing for the Product listing page and Check-out landing page

## UX/UI Designer

Feb 2015 - Dec 2018

Carbon Publication Inc. | Toronto, Canada

**Project 1:** Building artist portfolio / **Approach:** Responsive design.

**Project 2:** Building an e-commerce website / **Approach:** Responsive design.

- Gathered all data from stakeholders using strong organizing skills.
- Conducted interviews and captured key insights.
- Analyzed user data and used affinity diagramming to achieve information architecture.
- Developed sketches, flow diagrams, site maps, and interactive wireframes.
- Created a high-fidelity prototype and the entire UI foundation.
- Moderated user testing sessions
- Addressed feedback from participants and stakeholders in an effective manner.

## SKILLS

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### TECHNICAL SKILLS

- **Generative and Evaluative Research:** Quantitative and Qualitative research, Synthesis of client business, Business objectives, Interviews, Personas, IA Design, card sorting, A/B testing, Contextual interviews, Tree testing, User observation, First click testing, Diary studies, analytics, Benchmarking.
- **Usability Testing:** Formative or Exploratory, Assessment, Comparison and Validation testing.
- **Storytelling:** Storyboarding, Copywriting, Presentations, Whiteboarding
- **Interaction Design:** User Stories, Task Flow & Analysis, Heuristic Evaluation, Prototyping
- **Conceptual:** Design Sprint, Design Thinking, Design System, user-centred Design, accessibility, and WCAG guidelines, UX strategy, Agile/Scrum methodologies, Scrum delivery methodologies, Responsive design, Atomic Design system, Material Design
- **Visual Design:** Sketching, Wireframing, Iconography, Typography, workflows, Colour, empathy maps, prototypes, Interaction, mock-ups, information architecture, professional UI design

### TOOLKIT

- **Adobe Creative Suite CC:** Adobe XD, Photoshop, Premiere, After Effects, Illustrator, InDesign, Audition
- **Other:** Figma, Axure, Sketch, Asana, Framer X, Invasion, UXPin, LucidChart, Balsamiq, Zeplin, Miro/Mural, HTML, CSS, Azure DevOps, JIRA, Microsoft Office, One Note, Evernote, WebEx, Teams, Zoom, Slack

### INTERPERSONAL SKILLS

- Fluent in English and Persian
- Critical thinker, Multitasker, professional explorer
- Excellent Solution maker
- Strong organizational and leadership skills
- Strong positive attitude, Natural collaborator
- Team building skills

### FINANCIAL KNOWLEDGE:

Cyber Insurance, Wealth Management, Life Insurance, SEG Fund, Investments, Anti Money Laundry, e-commerce

## EDUCATION

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### Design for Accessibility

Udemy | Certificate | Toronto, Canada

2023 Accessibility & Usability Best Practices for UX/UI Designers (WCAG 2.2, Section 508, ADA, AODA, Level A, AA, AAA Standards)

Dec 2019

### Figma Megacourse

Udemy | Certificate | Toronto, Canada

Dec 2021

### User Experience Design

BrainStation | Certificate | Toronto, Canada

Dec 2019

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## User Interface Design

BrainStation | Certificate | Toronto, Canada

Sep 2019