Mary Hashemi | Product Designer

(416) 617-9320 | maryhashemi.com (pass:199220) | maryhashemi.ux@gmail.com

I simplify complexity. As a strategic Product Designer with 8+ years of experience and with a master's in design, I craft complex B2B and B2C solutions across financial services, telecom, and education. I use systems thinking and data insights to solve interconnected business & user challenges; currently leading the design of a cloud-native, AI-powered orchestration and fraud detection platform.

Experience

Lead Product Designer | FICO   Sep 2022 - Present | Full Time, Toronto

- Led discovery and design for a modernized composability platform, defining **end-to-end workflows** for diverse user archetypes across multiple products within the ecosystem.
- Collaborated on redefining new **UI architecture**, and validated key decisions through **SME reviews**, usability testing, and internal feedback to support a seamless migration.
- **Drove AI integration** to support decision making with pre-prompt insights including real time summaries and suggestions.
- Managed and mentored junior designers, developing their skills and aligning their strengths with team goals.

Senior Product Designer | FICO   Apr 2021 – Sep 2022 | Full Time, Toronto

- Directed the transformation of the legacy product into a modern, cloud-based experience, covering 50+ screens across multiple workflows. Partnered with PMs and developers to optimize IA, **reducing cognitive load** and screen count.
- Contributed to a new modular design system and designed core components for scalability.
- Partnered closely with product executives to establish the North Star Vision for the FICO platform experience, ensuring strategic alignment across teams, **embedding KPIs**, surfacing legacy pain points, leading to reduced analyst training and faster case resolution.

UI/UX Consultant | Catchafire & BeneRenos   Oct 2020 – March 2021 | Part Time, Toronto

- Executed multi-project UX strategies across diverse organizations including university of Arizona, leveraging both qualitative & quantitative research to drive actionable design improvements including boosting task completion. See more here.
- For BeneRenos, redesigned the information hierarchy using Google Analytics and user feedback, Improved **Accessibility**, boosting project portfolio page engagement by 40% and contact form submissions by 25%.

Senior UX Designer | Tecnotree Corporation   Oct 2019 - Jul 2020 | Full Time, Tehran

- Led end-to-end user research for MTNI's CRM redesign, identifying friction in 10 key user journeys, achieving **35% reduction in response time** to customer inquiries and decreased labor costs.
- Partnered with BAs and Product Owner to write and prioritize user stories, while translating SRS and research data into wireframes refined through early usability testing within the lean UX.

UI/UX Designer | Freelance   Apr 2018 – Nov 2019 | Full Time, Tehran

- Designed digital products for clients in travel, food, and education through co-design workshops and strategic research.

UX Designer | Menda Design Agency   Aug 2017 – May 2018 | part Time, Tehran

- Conducted user interviews and competitive analysis, synthesizing insights through affinity diagram, and designed user flow.

Education & Skills

MA in Product Design | Art University of Tehran 2015-2017   Leadership: self, people, process, strategy | FICO Jan - Dec 2024

Saas, B2B2C, User Centered Design, HCD, Remote Usability test, Mobile/Web design, Mentorship, Heuristic evaluation, Service design, Persona, Information Architecture, Storytelling, Field study, diary study, Survey, Agile, Kanban, Design system, Figma.