



Mary Hashemi | Product Design Leader

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Turning complexity into clarity, I bring 8+ years of experience and a master's in design to lead UX for enterprise cloud, and scalable B2B SaaS solutions. I collaborate with executives to align on vision, facilitate workshops that drive cross-functional alignment across product, engineering, and design, and mentor teams to deliver research-driven, high-quality solutions. At FICO, I led UX for a fraud detection system protecting over 2.6B accounts worldwide. Currently, I lead the design initiative for a scalable, cloud-native, AI-powered platform.

Experience

Lead Product Designer | FICO

Sep 2022 - Present | Full Time, Toronto

- Defined the UX vision and KPIs for the FICO Platform's AI decisioning capabilities, shaping next-generation workflows that power automated, data-driven insights for enterprise customers.
- Designed and tested AI-driven features for high-stakes analyst workflows: real-time summaries, smart suggestions, and predictive insights; boosting decision-making speed and accuracy.
- Streamlined multi-team workflows by improving end-to-end journeys for top 5 user types and re-architecting the platform.
- Directed and mentored a 3-person design team, establishing strategic priorities, overseeing UI deliverables, running design sprints, and developing team capabilities.
- ➔ Validated design decisions through internal SME reviews, usability testing, and iterative feedback loops, achieving 90% task completion and 4.5/5 user satisfaction score in MVP testing.

Senior UX Designer | FICO

Apr 2021 - Sep 2022 | Full Time, Toronto

- Optimized security and compliance for millions of accounts by redesigning UX for analysts & admins, ensuring faster case resolution.
- Facilitated cross-functional sprints and executive workshops to align on product requirements using Figjam, rapidly translating insights into Figma prototypes for testing and feedback.
- Accelerated design velocity and ensured consistency across the products by developing reusable design system components and tokens.
- Enabled teams to act on user insights by crafting research briefs, synthesizing findings and presenting actionable outcomes.
- ➔ Led the end-to-end redesign of Falcon Fraud Manager, transforming a 50+ screen platform into a cloud-native AI solution, reducing cognitive load and analyst navigation effort by 30%.

UX Consultant | Catchafire & BeneRenos

Oct 2020 - Mar 2021 | Part Time, Toronto

- Mapped end-to-end service blueprints to uncover experience gaps and optimization opportunities across digital touchpoints and delivered customer-facing interfaces that elevated usability and accessibility.
- ➔ Optimized course enrollment, driving 40% engagement increase at University of Arizona via user interviews and A/B testing.
- ➔ Increased form conversions by 22% for a home-renovation client by reorganizing content hierarchy and enhancing accessibility.

Senior UX Designer | Tecnotree Corporation

Oct 2019 - July 2020 | Full Time, Tehran

- Turned SRS and research insights into actionable roadmaps, collaborating with BAs and the Product Owner to define and prioritize high-impact user stories.
- Facilitated cross-functional workshops with remote and offshore teams to align priorities, streamline communication, and iteratively improve the product within a Lean UX framework.
- ➔ Designed customer lifecycle management tools for a major telecom operator, by conducting surveys, field studies, and interviews to consolidate 3 systems into one; reducing agent response time by 35% and streamlining multi-step workflows.

UI/UX Designer | Freelance | Menda Design Agency

Aug 2017 - Nov 2019 | Full Time, Tehran

- Delivered user-centered web and mobile experiences for travel, food, and education clients by translating complex stakeholder requirements into intuitive, high-fidelity UIs and collaborating closely with engineers to ensure responsive, accessible delivery.
- ➔ For a personal planner application, conducted discovery research to uncover productivity blockers, developing the smart scheduling feature that achieved 85% active user adoption.

Education & Skills

Leadership Program: self, people, process, strategy | FICO

Jan -Dec 2024

MA in Industrial & Product Design | Art University of Tehran

2015 - 2017

BS in Mechanical Engineering | University of Tehran

2010 - 2014

Strategic Roadmapping, Cross-functional Collaboration, Systemic Design Thinking, HCD, Quantitative & Qualitative Research, Data Synthesis, Service Blueprinting, Benchmarking, Interaction Design, Analytical Thinking, Public Speaking, Project Management, Figma, Adobe CC, Jira.