

OMID VAHIDI

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USER EXPERIENCE (UX) DESIGNER | USER EXPERIENCE (UX) RESEARCHER | PRODUCT DESIGNER

Highly accomplished User Experience Researcher with a versatile background in UX/UI Design and Information Architecture. Solid hands-on expertise in crafting intuitive and user-centric digital experiences, specializing in in-depth research, user testing, and information structuring. Proficient in bridging the gap between design and functionality, ensuring seamless user interactions. Adept at employing a wide array of methodologies to extract actionable insights, thus driving product improvements and innovation. Strong advocate for user-centered design principles, with a track record of enhancing user satisfaction and engagement for both web and mobile applications.

Key Competences Includes:

Usability Testing | User-Centered Research | A/B Testing | Information Architecture | Design Management | Diary Study
Heuristics Evaluations | Wireframing and Prototyping | UI/UX Design | Ethnographic Research | Prototyping | User Interview
Project Management | Research Planning and Strategy | Critical Thinking and Problem-Solving | Cross-functional Collaboration
Process Improvement | Multiple Program Coordination | Brainstorming | Design Thinking

PERFORMANCE HIGHLIGHTS

- **User Experience Research:** Extensive experience in planning, conducting, and analyzing user research studies, including usability testing, interviews, surveys, and field studies.
- **UX/UI Design:** Adept at creating intuitive, visually appealing interfaces that prioritize user needs and align with brand guidelines. Proficient in prototyping tools and skilled in crafting wireframes, mockups, and interactive prototypes.
- **Information Architecture:** Expertise in organizing and structuring information to optimize user navigation and interaction. Experienced in creating sitemaps, user flows, and taxonomies that enhance user accessibility and task completion.
- **Prototyping and Wireframing:** Proficient in translating conceptual ideas into tangible, interactive prototypes and wireframes.

PROFESSIONAL EXPERIENCE

USER EXPERIENCE RESEARCHER | Humber College - Toronto, ON, Canada | 6 Weeks

Team Project • Client: CBC News • Equal contribution in all parts

- Utilize UX research, propelling CBC News to outperform competitors through strategic enhancements in interaction design and user journeys.
- Led comprehensive competitive analysis and heuristics evaluation of 2 prominent news agencies, unearthing pivotal insights to inform strategic decisions.
- Identified critical areas for improvement and presented compelling opportunities to the client, driving consensus on transformative changes.
- Conducted moderated usability testing and insightful one-on-one user interviews, leading to actionable insights that directly informed design decisions.
- Created a journey map and user persona derived from empirical findings, serving as a prominent member of the development teams.

UX/UI DESIGNER & INFORMATION ARCHITECT | Humber College - Toronto, ON, Canada | 7 Weeks

Team Project • Client: Toronto Zoo • Equal Contribution In All Parts

- Managed the revitalization of the Toronto Zoo's outdated website, delivering a user-centric design that addressed usability issues and drove remarkable increases in user engagement.
- Conducted card sorting, developed a robust information architecture (IA), and designed user flow diagrams to optimize user experience.
- Transformed concepts into reality through the creation of paper sketches, low-fidelity wireframe prototypes, and cutting-edge, high-fidelity, responsive prototypes using Figma.
- Performed moderated usability testing on wireframes, allowing for invaluable user feedback to shape and refine the design.
- Created a design system and developed high-fidelity, responsive prototypes for both mobile and desktop versions using Figma.

PRODUCT DESIGNER | Humber College - Toronto, On, Canada | 7 Weeks

Team project • Client: Humber Current • Roles: Competitive Analysis, Paper wireframing, UI, Design System

- Played an active role in transforming Humber College with striking design, functionality, and branding that rivalled top institutions (e.g. the Art Center College & Emily Carr) and amplified Humber's image.
- Worked closely with content strategists and web developers to ensure seamless integration of design elements.
- Conducted comprehensive competitive analysis, heuristic evaluation, and un-moderated usability testing to inform design choices.
- Pioneered the creation of paper sketches, refining them based on collaborative team input to achieve optimal design solutions.
- Developed both low-fidelity and high-fidelity Figma prototypes, meticulously aligning with user and business needs.
- Created a comprehensive design system, meticulously aligned with Humber's branding guidelines, ensuring a cohesive and distinctive visual identity.

INDUSTRIAL DESIGN INTERN | Flow Fabrication Inc. - Bolton, ON, Canada | 2 Months

- Contributed to the design and development of custom architectural metal structures and water-play systems, focusing on usability and client satisfaction, which led to improved production efficiency, company profitability, and effective communication with clients.
- Led the creation of 3D CAD models using SolidWorks, customizing them to precisely match user needs and preferences.
- Optimized material usage, resulting in heightened production efficiency and increased profitability.
- Presented captivating and realistic computer renderings that significantly improved client understanding and communication.

INDUSTRIAL DESIGNER | Tahviah Inc. - Tehran, Iran | 1.5 Years

- Played a key role in the development of Iran's very first original fan coil unit (FCU) in collaboration with a dynamic partner. This revolutionary project not only showcased the commitment to pioneering excellence but also marked a significant milestone in the HVAC industry and also propelled Tahviah's brand to new heights.
- Collaborated with the engineering department to ensure the seamless integration of our designs into the manufacturing process.
- Engineered a user-friendly filter maintenance system, fundamentally transforming the product's usability and customer satisfaction.
- Facilitated the annual production of over 10,000 units, fueling remarkable company expansion and solidifying Tahviah's position as an industry leader.

TECHNICAL TOOLS

Figma • Miro • Adobe XD • SolidWorks • Slack • Adobe InDesign • Adobe Illustrator • Adobe Photoshop • Google Doc Editor

EDUCATION

ONTARIO GRADUATE CERTIFICATE IN USER EXPERIENCE (UX) DESIGN | Humber College - Toronto, Canada | Sep 2022 - Dec 2023

CERTIFICATE IN BUILDING CONSTRUCTION TECHNOLOGY | York Construction Academy - Toronto, Canada | Feb 2020 - Jul 2020

BACHELOR OF INDUSTRIAL DESIGN | Humber College - Toronto, Canada | 2016-2019

ASSOCIATE'S DEGREE IN INDUSTRIAL DESIGN | University of Tehran - Tehran, Iran | 2012-2015

PROFESSIONAL DEVELOPMENT

- **Research Ethics TCPS 2: CORE 2022 Government of Canada, Feb 2023**
- **Crossing Divides Around the Globe Sessions by British Council Virtual, May 2022**
- **Seshanbe Design (Tuesday Design) University of Tehran, Oct 2013 - Dec 2015**
- **The First National Conference and Competition of Design and Modeling of Environmental Lighting Equipment Using Pet Bottles (Reusable Materials) University of Tehran, Feb - Mar 2015**
- **Photography Certificate at Ghatreh Photography Academy, Tehran, Iran, Oct 2013 - Mar 2014**
- **Transportation Design Workshop at 1st Tehran design week University of Art, Tehran, Feb 2013**
- **Digital Rendering Workshop at 1st Tehran Design Week University of Art, Tehran, Feb 2013**
- **The Seventh National Competition of A Day of Design University of Tehran, Dec 2012**

LANGUAGES

English: Fluent | Persian (Farsi): Native | Arabic: Elementary