

Ardavan Mirhosseini

Designer

ardavanmir.com
ardavan@ardavanmir.com
647.262.6372

Work Experience

2018 - PRESENT

Xello / Sr. Product Designer

Currently, I'm designing the parent portal to connect parents with educators & students. I'm working with the research team to validate user needs & test the experience.

Previously I designed the core user experience and rebuilt the design language of Xello Elementary including the interactions and interfaces. I initiated and crafted a perceptual and functional design system. I lead an illustrator and a designer for art direction and design strategy. I conducted generative and exploratory design research and contributed to research analysis and synthesis. I carried out design QAs, facilitated reviews with engineering and held design reviews with stakeholders. I delivered fully functioning prototypes and spec docs for development.

Also, I initiated and established design principles for the organization.

2015 - 2018

Xello / UX Designer

I designed interactions, interfaces and visuals for various features as an individual contributor including student and school profiles, course planner and shareable profiles. I facilitated and participated in usability and user research.

2019 - PRESENT

Nobu Bar / Freelance Design - Side Project

Currently, I'm leading the rebranding strategy and digital customer experience design including brand vision and image as well as a marketing site and packaging. I conducted customer research and facilitated participatory design with stakeholders. I delivered brand style guides and the logomark.

2014 - 15

Sportswear Museum Experience / Design Intern

Designed conceptual exhibition experience strategy for OCADU in collaboration with the Design Exchange Museum.

2014

Bell PMP / Creative Designer Associate

Education

2012 - 14

OCAD University / Graduate Diploma in Digital Futures

Initiated and contributed to a variety of digital experimentations including physical computing, interaction design, augmented reality, experiences and interfaces.

2009-12

NSCAD University / Bachelor of Design in Interdisciplinary Design

Design and experimentations in different disciplines including industrial design, systems and web design and design research and discovery.

Training

2020

FITC / AI & Machine Learning for designers

2017

Nielson Norman Group / Communicating Design Course

2016

Interaction Design Foundation / Human Computer Interaction Certificate

2016

Canux / Visual Thinking Workshop

2014

Bell PMP / Creative Designer Certificate of Recognition

Skills

Design with focus on human computer interactions and user experience; Strong visual design & illustrations; Rapid prototyping; Design systems and component organization; Good understanding of computer coding, css, html, js; Human behaviour and psychology; Strong collaboration & communication.