

Ardavan Mirhosseini

Designer

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Work Experience

2018 - PRESENT

Xello / Sr. Product Designer

Currently, designing Xello Family. A new product to connect parents with students & Educators. Working on the UX architecture, & also interactions & UI. Also contributing to research on validating user needs & testing the experience.

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

Also, initiated and established design principles for the organization.

2015 - 2018

Xello / UX Designer

Designed interactions, interfaces and visuals for various features as an individual contributor including student and school profiles, course planner and shareable profiles. Facilitated and participated in usability testing & user research.

2019 - PRESENT

Nobu Bar / Art Direction & Designer - Freelance

Currently, leading the rebranding strategy & digital customer experience design including brand vision and image as well as a marketing site and packaging. Conducted customer research and facilitated participatory design with stakeholders. Delivered brand style guides and the logomark thus far.

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.

2006-09

Newbruswick College of Craft & Design / Diploma in Communication Design

Training

CURRENTLY

MITx Certificate / Becoming an Entrepreneur

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.