Omid Ettehadi

CANDIDATE FOR

Digital Product Designer

WHY ME

Digital Product Design leader with 6+ years of imagining and designing digital customer experiences from start to finish, while focusing on shopping journeys.

Distil customer needs and drive iterative design solutions while collaborating with cross-functional stakeholders and customers.

Translate research insights into detailed designs, while utilizing leading-edge UX design principles and communication mediums, including mock-ups and prototypes to convey vision and rationale.

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💼 PRODUCT DESIGN EXPERIENCE

CANAPE CREW CREATIVE AGENCY, 9/2018 – present

Co-founder | Senior Product Designer

Manage product design and feature development from start to finish for customers across ecommerce, real estate, food, and entertainment industries. Lead and facilitate design workshops with cross-functional stakeholders to identify customer needs and design solutions for mobile and desktop digital channels. Deliver competitive analysis, A/B testing, user journey maps, personas, mock-ups, and clickable prototypes to diagnose issues and effectively communicate design rationale. Collaborate with other designers and developers to drive iterative solutions.

- Grew web traffic by 200% by modernizing ecommerce solution and improving user experience
- Increased mobile performance score by 40% by designing user interactions in alignment with company values
- Decreased loading speed by 86% by working closely with engineering team throughout development cycle

OMID UX TRAINING CONSULTANT, 9/2020 – 4/2021

Teaching Assistant | Product Designer @ University of Victoria

Led curriculum development and instructional design for Human Computer Interaction course within Creative Experiences Lab at Victoria University. Guided students throughout all aspects of design process from early paper prototypes to high-fidelity mockups and prototypes using Figma.

- Achieved 100% student attendance by facilitating engaging design sprints focused on leading edge UX design principles

Instructor @ Copenhagen Institute of Interaction Design

Directed 5 design sprints over 3-week period, while guiding remote student teams to deliver 35+ projects from vision to prototype. Oversaw design rationale communication leveraging user research, user testing, and data analytics.

- Saved 50% in project's fabrication costs by guiding teams to challenge the status quo and working to resolve issues

OCAD UNIVERSITY, 3/2019 – 1/2021

Research Assistant | Product Designer

Directed user research and product design for 3D printing web interface as part of team of 7 to investigate machine intentionality of digital fabrication technologies. Collaborated with stakeholders across OCAD University and Simon Fraser University to design research initiatives and translate customer insights into actionable requirements.

📊 EXPERTISE

Product Design	●●●●●	Facilitation	●●●●●
Design Research	●●●●○	Web and Mobile Design	●●●●●
Design Sprints	●●●●●	Sketch, Figma, Adobe	●●●○○
Rapid Prototyping	●●●●●	E- commerce Design	●●●●○
A/B Testing	●●●●○	Front-end Coding	●●●●○

Omid Ettehadi

Technology Skills

SKETCH
FIGMA
INVISION
ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP
ADOBE PREMIER
ADOBE AUDITION
ADOBE INDESIGN
ADOBE XD
WORDPRESS
SHOPIFY
WEBFLOW
WIX
SQUARE
MIRO
MURAL
HTML/CSS/JAVASCRIPT
JAVA, C#, C++, C, PYTHON
DIGITAL MARKETING
SEO/SEM
GOOGLE ANALYTICS

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PRODUCT DESIGN EXPERIENCE, CONT.

OCAD UNIVERSITY, 3/2019 – 1/2021, cont.
Research Assistant | Product Designer

- Increased efficiency by 400% by leading design of product and feature development from start to finish and quickly implementing design

LINEOPHILE INC, 5/2017 – 8/2017
Product Designer

Led website design and feature development from start to finish to help 25-year-old electrical engineering company expand to Canadian market. Delivered competitive analysis to identify areas of improvement. Created digital brand strategy to drive awareness and build partner relationships through new website redesign and marketing campaign. Designed customer journey map, mock-ups and prototypes to communicate vision through rapid iterations.

- Grew sales pipeline 5X and attracted large electrical distribution companies with revenues of $700M+
- Established 1st office within Toronto by building new digital identity and streamlining user journey

UPS STORE 85, 5/2016 – 8/2016
Product Designer

Oversaw strategy and user experience approach to improve end-to-end consumer experience while leading product improvement and feature development of 55+ print and digital solutions. Facilitated engaging workshops with clients to explore insights and generate new solutions while fostering a collaborative customer-centric approach.

- Saved 20% in costs by establishing strong relationships with suppliers to support projects
- Achieved 100% customer renewal rate by identifying customer needs and highlighting competitive advantage

EDUCATION, AWARDS, & DISTINCTIONS

Master of Design, Digital Futures, OCAD University
Advisors: Drs. Sowmya Somanath, Adam Tindale, & Fraser Anderson
Bachelor of Applied Science, Electrical and Computer Engineering, University of Toronto
Advisor: Dr. Hamid Timorabadi
Capstone Certificate of Distinction, April 2018, OCAD University
Winner of Peublo Science Hackathon, Sept 2019, Peublo Science
Financial Research Award, January 2020, OCAD University

PUBLICATIONS

CHI 2021 - *Documented: Embedding Information onto and Retrieving Information from 3D Printed Objects*

TEI 2020 – *Heart Waves: A Heat Rate Feedback System Using Water Sounds*