

Professional Summary

A multi-disciplinary product designer specializing in user-centered experiences for B2B and B2C organizations. Expertise in scalable design systems, usability, and cross-functional collaboration, with a track record of leading projects from UX research to QA, delivering impactful solutions that meet user needs and business goals.

Design Experiences

Design System Consultant | Prisms

Oct 2024 – Present

San Francisco, CA (Remote)

- Consulting on the redesign of Prisms' teacher experience, mentoring a junior designer to create an accessible, scalable design system.
- Facilitating workshops on visual design fundamentals, focusing on 8-pixel spacing systems, color theory, WCAG accessibility standards, typography scaling, and information architecture.

Senior Product Designer | Waste Management

Jun 2021 – Mar 2024

Houston, TX (Remote)

- Streamlined feedback processes for truck drivers, incorporating drivers' input to improve WM's AI route optimization tool, leading to a 44% increase in feedback submission.
- Redesigned the online support experience in collaboration with a cross-functional team, resulting in a 9% reduction in support calls.
- Initiated an audit of WM's customer-facing design system and proposed actionable strategies to refine 150+ UI components, collaborating closely with the engineering team, resulting in a more accessible, flexible, and scalable design system.
- Trained and mentored 5 contract designers, improving work quality and alignment with WM branding standards by 25%.
- Developed a comprehensive summer internship program, mentoring 2 product design interns on a native mobile app redesign that earned company-wide recognition for data-driven strategy and innovative design.

UX Designer | General Motors

Jan 2021 – Jun 2021

Detroit, MI (Remote)

- Enhanced GM's web-based design system by leading card sorting sessions and improving the information architecture, resulting in a 6% improvement in component discoverability.
- Expedited design turnover by 18% by creating scalable, responsive components in Sketch, enhancing flexibility and consistency.

Contact

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Portfolio

www.golnazbn.com

Hard Skills

User Experience Design
User-centered Design
User Interface Design
Visual Design
User Interaction Design
Responsive Design
Wireframing
Rapid Prototyping
Design System
UX Research
User Mapping
Usability Testing
Information Architecture
Accessible Design
SaaS

Soft Skills

Problem-solving
Design Thinking
Communication
Cross-functional Team
Collaboration
Mentorship
Workshop Facilitation
Agile Methodology
Leadership
Detail-oriented

UX/UI Designer | PSI

Dec 2019 – Dec 2020

- Shaped a SaaS platform for small and medium-sized companies to manage energy, water, and waste up to 40% more sustainably.
- Launched a comprehensive design system featuring over 100 UI components and defined visual guidelines, ensuring a cohesive user experience.

UX Designer | BayCHI

Aug 2019 – Sep 2019

San Francisco, CA

- Produced high-fidelity wireframes and prototypes focused on 3 key features to boost event attendance, while conveying research insights through personas, journey maps, and site maps.
- Drafted over 20 low-fidelity mock ups and wireframes, conducted 2 rounds of usability testing with 5 participants, and iterated based on user research data.

Visual Designer | Binary.com

Apr 2018 – Apr 2019

Cyberjaya, Malaysia

- Boosted user engagement by 6% by designing engaging marketing materials and UI elements.
- Established design hand-off best practices in close collaboration with the development team, enhancing productivity by 10%.

Art Director | Liam

Sep 2017 – Apr 2018

Tehran, Iran

- Managed a cross-functional design team of 6 designers and copy writers to develop creative concepts for 7 advertising campaigns from ideation to execution.
- Held daily stand-ups and weekly check-ins, leading to a 24% increase in team productivity and overall well-being.
- Facilitated brainstorming workshops, generating creative concepts, resulting in 4 successful campaigns.

Visual Designer | United for Iran

Oct 2015 – Aug 2017

Berkeley, CA

- Collaborated with a non-profit to create 3 apps and 50+ pieces of informational content, promoting social rights and awareness in Iran.
- Documented a 100-page visual guideline ensuring consistency across print, web, mobile, and social media.
- Delivered 200+ assets, including logos, banners, and illustrations, to enhance engagement across 3 apps.
- Refined website wireframes, boosting brand consistency and user experience by 12%.

Design Tools

Figma

Sketch

Invision

Adobe Creative cloud

(Adobe Photoshop,

Adobe Illustrator,

Adobe InDesign,

Adobe XD,

Acrobat Pro)

Other Tools

Microsoft Teams

Jira

Confluence

Slack

Trello

Zoom

Abstract

Zeroheight

Miro

Figma

Optimal Workshop

Survey Monkey

UserTesting.com

Education

TAFE NSW

AA in Graphic Design

Fall 2010

Certification

General Assembly

UX Design Immersive

Summer 2019