





## Fatemeh Kazemi (She/Her)

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## About me


I am a seasoned product designer with a passion for cultivating seamless user experiences and over 8 years of experience in user experience, visual, and interaction design. I thrive in ambiguity, adept at converting complex challenges into actionable insights with a focus on strategic design leadership and user-centric methodologies. I firmly believe in the transformative power of collaboration, where collective effort shapes our greatest achievements. In every project, I prioritize the needs and preferences of users and team members alike, ensuring people are at the heart of my design process.

Leveraging AI tools for smarter, data-driven decisions, I am committed to fostering collaborative success and inspired outcomes. My design thinking is continuously refreshed by personal pursuits, from baking to bird photography, which feed my creative drive and professional innovation.

## Contact

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 North Vancouver, BC, Canada

## Education

2009 - 2013 . BS of Chemical Engineering, Azad University of Tehran, Tehran, Iran.

## Experience

### Senior Product Designer

Clio

May 2022 - Present

- Led product strategy and research at Clio, shaping the long-term roadmap and guiding major initiatives.
- Designed and successfully launched the industry's first embedded e-filing system in LPMS, projected to be the primary revenue driver for 2024.
- Streamlined both design and triad team processes at Clio, introducing innovative tools to improve efficiency and collaboration.
- Mentored fellow designers, facilitating their professional growth and achievement of personal milestones.

### Product Designer

realtor.com

Mar 2020 - May 2022

- Collaborated with product and engineering leads to craft and execute a product strategy that consistently met quarterly business goals.
- Executed user research and workshops, uncovering insights that informed product development.
- Delivered designs that enhanced user experience across products, contributing to business revenue growth.
- Advanced the design system, boosting usability, accessibility, and aesthetic appeal of components and patterns.

### Product Designer

Yocale.com

Nov 2017 - Mar 2020

- Collaborated with product managers on user research and business analysis to align product development with business objectives and user needs.
- Overhauled the design system, enhancing usability, accessibility, and visual appeal.
- Employed an agile methodology to incrementally modernize the product, elevating the user experience.

### UX/UI Designer

Digikala.com

Jun 2016 - Apr 2017

- Crafted and implemented marketing landing pages to enhance campaign performance.
- Produced motion graphics that elevated marketing initiatives.
- Contributed to the design and strategic planning of marketing campaigns.

### Web Designer

Studio 56

Oct 2015 - Apr 2016

- Developed and deployed static web pages tailored to brand specifications.
- Produced motion graphics to bolster brand identity and campaign engagement.
- Engaged with clients to identify requirements and proposed innovative design solutions.

### Videographer & Motion Graphic Designer

VortexEffects

Feb 2014 - Oct 2015

- Shooting event videos with professional video shooting devices.
- Making motion graphics and editing videos.
- Participating in meetings to gather information & the list of the requirements.

## Skill Set



Advanced Design Strategy



Design thinking



User centred design principles



User research and usability testing



Information architecture



Interactive and Visual Design Techniques



Accessibility and inclusive design



AI Integration in Design Processes



Storytelling and communication in design



Behavioural Psychology in Design



Agile Methodology and Product Lifecycle Management



Illustration and Graphic Representation

## Tools & Technologies



Figma



Miro



Maze



UserTesting.com



Adobe Creative Suite



Pendo



Invision



HTML5, CSS3