

Aida Kianian

UX | Product Designer

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📍 Toronto, ON

Summary

Proactive UX Designer with 5+ years of experience creating user-centered digital products. Skilled in UX research, prototyping, usability testing, and responsive design across platforms. Proficient in Figma, Adobe Creative Suite, and modern design systems, with a strong foundation in visual design and branding.

Skills

UX & Design

User Empathy · User Research · Wireframing · Prototyping · Usability Testing · Interaction Design · Information Architecture · Accessibility (WCAG) · Affinity Mapping · Design Systems · Motion Graphics

Soft Skills

Creative Problem-Solving · Clear Communication · Collaboration · Adaptability · Time Management · Critical Thinking · Attention to Detail

Tools

Figma · FigJam · Adobe Creative Suite (XD, Illustrator, InDesign, Photoshop, After Effects, Premiere Pro) · Sketch · Miro · Webflow · InVision · WordPress · HTML · CSS · AI-powered tool

Experience

Freelance UX Designer

Various Clients | Toronto, ON | Mar 2023 – Present

Designed end-to-end solutions across healthcare, wellness, retail, and construction, leading research, prototyping, and responsive design for iOS, Android, and web platforms.

UI/UX Designer

Optimize Wealth Management

Toronto, ON | Sep 2021 – Mar 2023

Redesigned digital platforms and corporate website, improved workflows for advisors, and boosted client conversions by 35% through A/B testing and UX enhancements.

Multimedia & UI Designer

Trinity International Theological Ministries

Toronto, ON | Apr 2020 – Sep 2021

Developed responsive websites, motion graphics, and cohesive brand guidelines, improving engagement and unifying visual identity across digital and print assets.

Key Achievements

- Increased conversions by 35%.
- Boosted engagement by 24%.
- Achieved 92% client satisfaction.

Education

Diploma in Interactive Media Design

Seneca College, Toronto | 2019 – 2021

Bachelor's in Graphic Design & Cultural Studies

University of Tehran | 2013 – 2016

Certificates

- Google UX Design | 2025
- Using AI in the UX Design Process | 2024
- Accessibility-First Design | 2023