

Elnaz Yazdanpanah

Elnaz.yazdan@gmail.com | Portfolio Showcasing in Interview | 647 624 4900 | North York, ON

Innovative UX Design Manager with 10+ years of experience driving user-centered and business-aligned design solutions. Demonstrates strong time management and attention to detail, excels in problem-solving, and is committed to continuous learning in industry trends and emerging technologies. Proven ability to enhance user satisfaction and boost conversion rates through strategic design leadership, comprehensive user research, and effective cross-functional collaboration.

KEY SKILLS

- Design Strategy & User-Centered Design
- Team Leadership & Stakeholder Management
- Wireframing & Prototyping with Axure & Figma
- User Research & Usability Testing
- Accessibility & Inclusive Design
- Agile Methodology

PROFESSIONAL EXPERIENCE

User Experience Design Manager | TD Bank (Toronto, Canada) Oct. 2016 – Present

- **Strategic leadership:** Aligning UX vision and design strategy with product goals and business objectives in collaboration with senior stakeholders.
- **Roadmaps development:** collaborating with products owners to prioritize stakeholders' initiatives, develop roadmaps, and ensure timely delivery of high impact solutions, addressing customer irritants and supporting OKRs.
- **Project management** End-to-end design process leadership for high-impact projects across TD's personal and business banking, and insurance websites; directing stakeholder engagement from problem definition through UX competitive analysis, concept creation, usability testing, to final design implementation.
- **Research collaboration:** Close collaboration with researchers to drive insightful research activities, shape research questions, and lead usability testing; translating user research and analytics into innovative user-centered design solutions that meet and exceed customer expectations.
- **Cross-functional collaboration:** Facilitating meetings with Marketing, Business, Accessibility, SEO, and Development teams; leading team presentations to solicit feedback and oversee the refinement and finalization of UX deliverables, ensuring alignment with project objectives and stakeholder requirements.
- **Team management:** Coaching and mentorship of UX and UI designers at varying levels of seniority, nurturing them toward their career objectives while fostering a culture of innovation, collaboration, and continuous improvement.
- **Process improvement:** Implementation of structured design process and defining clear roles and responsibilities for all team members to improve process, enhance efficiency, and streamline project workflows.

Interaction Designer | Pastel Print Inc. (Toronto, Canada) Jul. 2013 – Oct. 2016

- Worked on client-based projects to design and maintain client websites.
- Engaged from meeting the clients, gathering requirements, identifying users' pain points and desired goals, conducted competitive analysis, facilitating ideation sessions, running the usability testing, presenting the design to the clients, and translated the final detailed design solutions to developers' languages.

EDUCATION, CERTIFICATION, AND RELEVANT COURSES

Becoming a UX Strategist Nielsen Norman Group	2023
Designing Influence Nielsen Norman Group	2023
Certificate in Strategic Leadership University of Toronto	2019 – 2022
Certificate in User Experience Design George Brown College	2016
Graphic Design OCAD University	2015 – 2016
Bachelor of Industrial Design Alzahra University (Tehran, Iran)	2006 – 2010