

Elham Atighi (she/her)

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Product Designer with 7 years of experience building web and mobile applications through data-driven, system thinking approach. Specialized in enterprise, fintech, B2B and B2C SaaS. I combine UX, service design, Agile delivery and accessibility to drive user engagement and boost growth.

Work experience

UX & Service Designer | Government of BC | Enterprise & Fintech

11/2024 - Current

Worked on multiple projects with over 100 cross-divisional members to improve operational performance and service delivery for Ministry of Social Development and Poverty Reduction (SDPR) and Social Sector.

- Led discovery research to replace MIS (Management Information System), a mainframe used to manage SDPR's core business functions of serving 220,000+ clients monthly
- Reduced forms administration time by 60% by transforming an Excel and ADO-based workflow into a role-based enterprise platform
- Cut task completion time by half by automating the form-building process, enabling migration of 300 IE11 forms and scaling to 1,100 forms across 60 business areas
- Improved workflow efficiency by conducting moderated and unmoderated usability testing with 40+ users, ensuring final designs met compliance and operational standards
- Enabled scalable design across 1,400 forms by building a design system for web and PDF forms that ensured WCAG 2.1 AA compliance
- Conducted workflow analysis and usability testing with 20 people from Service Delivery Division to inform the transition from an Excel-based SOP (Standard Operating Procedures) system to a digital tool
- Worked with the developers to define product specifications and performance criteria and conduct design QA

Senior Product Designer | Crossplay Digital Inc. | B2B2C SaaS

04/2023 - 10/2024

Led end-to-end design of Crosswordr, the first web app enabling constructors and solvers to manage, share and solve crossword puzzles. Also designed an embeddable player to support platform-integrated B2B revenue streams.

- Helped attract \$5M investment by leading market research, co-design sessions and high-fidelity prototypes
- Increased user engagement by 40% through designing research-driven social features during and post-solve
- Elevated UX maturity by collaborating with executives to embed design in strategy, culture and processes
- Boost daily active users by ~30% through designing external embedded player and integration flows with leading crossword publisher such as LA Times and AVCX
- Uncovered usability issues and validated concepts by conducting moderated and unmoderated usability testing
- Tripled design delivery speed, cut development time by half and accelerated onboarding new hires by building a scalable design system and visual identity

Lead & Product Designer | ISM Creative

11/2021 - 03/2023

Partnered with clients to design end to end B2B and B2C SaaS products, marketing websites and VR experiences.

- Increased usability score from 56.6 to 81 on the MelloMind VR meditation app by conducting usability tests before and after a redesign
- Improved user retention by 30% in the Armada telehealth app by redesigning the onboarding flow using insights from A/B testing and behavioral data
- Reduced design-to-development time by 50% by building design libraries aligned with Material Design
- Enhanced navigation and discoverability for B2B marketing websites by leading heuristic evaluations and card sorting sessions to improve information architecture
- Aligned stakeholders and shaped product strategy by producing UX deliverables (user scenarios, user flows, and prototypes) and leading design review sessions with clients
- Mentored 4 designers on best practices and approaches to design challenges and team development

Worked with clients across the private and public sectors to design and test digital products and multi-channel services.

- Improved multi-platform usability by designing and testing prototypes for iOS, Android and desktop apps
- Reduced project delivery time by 30% by collaborating closely with developers to streamline the design-to-development workflow and ensure smooth handoffs
- Increased stakeholder alignment by creating end-to-end service journey maps, personas, user flows, and empathy maps to identify user pain points and inefficiencies
- Validated service concepts through journey walkthroughs, roleplaying sessions and prototyping, leading to more confident product decisions

Education

Master of Interaction Design | [Emily Carr University of Art and Design](#) 2020 – 2022

Master of Industrial Design | University of Tehran 2014 – 2016

Bachelor of Mechanical Engineering of Agricultural Machinery | University of Tehran 2009 – 2013

Skills

Human-Centred Design | Service Design | UX Research | Strategy | Interaction Design | User Interface Design | User Experience Design | Responsive Design | Mobile Application | Native IOS Android App | Accessibility (WCAG) | Journey Mapping | Service Blueprinting | Information Architecture | Design System | Prototyping | Wireframing | User Flows | Usability Testing | Benchmarking | A/B Testing | Multi-Device Testing | UX Metrics and KPIs | Agile | Workshop Facilitation | Enterprise app | B2B | B2C | SaaS | CSS | HTML | AI (UX applied) | Figma | Adobe Suite | Photoshop | Illustrator | Miro | Azure DevOps | Jira | Sketch | Confluence | Dovetail | Useberry | Google Analytics | Webflow