

PARISA BORNOOSH

PRODUCT DESIGNER

+1 587- 938-7941

p.bornoosh@gmail.com

pornoosh.com

linkedin.com/pornoosh

PROFESSIONAL SUMMARY

UX strategist who turns complex research into clear direction. I lead discovery through stakeholder interviews, research synthesis, information architecture, and journey mapping, translating insights into recommendations that teams and clients can confidently act on. My background in academic research shapes how I approach problem-solving: I look beyond surface-level observations to uncover the structures, motivations, and patterns that drive user behavior and business outcomes. Comfortable working across research, strategy, and delivery, I bring stakeholders together around evidence-based decisions that balance user needs, business goals, and implementation realities.

PROFESSIONAL EXPERIENCE

Design and Opportunities Coordinator, Appnovation

Sep 2024 - Present

Vancouver, BC

Client engagements include: **Light AI, Novartis, Pfizer, Santhera, AstraZeneca, Aerobiology Research Laboratories**

- **Led cross-functional UX and competitive research on AI in healthcare**, analyzing 80+ platforms across healthcare professional and direct-to-consumer markets to identify differentiation opportunities that informed MVP scope, product strategy, and go-to-market planning.
- **Led stakeholder workshops and requirements documentation** for a national pollen forecasting platform adopted by 31 reporting stations across Canada, translating complex system logic and operational constraints into structured workflows and functional requirements.
- Developed executive presentations and strategic communications for **global pharmaceutical clients, including Pfizer and Novartis**, translating complex technical and business concepts into clear narratives that supported stakeholder alignment and enterprise positioning.
- Authored 60+ case studies translating complex technical delivery into structured, business-focused narratives that strengthened enterprise positioning and supported sales and business development efforts.
- **Collaborated on journey mapping and wireframing for the checkout experience of a large-scale e-learning platform**, contributing to information architecture decisions and user flow optimization across key conversion paths.
- Worked cross-functionally with **strategists, designers, developers**, and business teams to align user needs, business objectives, and technical constraints across digital initiatives.

CORE SKILLS

UX Research & Discovery

Stakeholder interviews, stakeholder workshops, heuristic evaluation, competitive analysis, journey mapping, task flows, persona development, assumption mapping, research synthesis, insight generation

Strategy & Information Architecture

Information architecture, taxonomy, site mapping, content strategy, opportunity identification, customer journey mapping, value proposition design, roadmap collaboration

Design & Prototyping

Figma (Certified), wireframing, prototyping, design systems, Atomic Design, component-based design, responsive design, WCAG accessibility principles

Research & Collaboration Tools

Miro, FigJam, Dovetail, Maze, Google Analytics

Development & CMS

HTML, CSS, JavaScript, React, Webflow, WordPress, Drupal

Communication & Facilitation

Research reporting, executive presentations, workshop facilitation, client consultation, case study writing, stakeholder engagement, cross-functional collaboration

EDUCATION

Diploma, New Media Design and Web Development

British Columbia Institute of Technology (BCIT) - Burnaby, BC | Graduated with Distinction

Accelerated 1.5-year program covering the equivalent of two years of full-time post-secondary coursework.

- Completed intensive training in visual communication, branding, and digital communications strategy, with coursework in project management, content development, and collaborative workflows.
- Developed campaign assets, presentation materials, and structured templates using Adobe Creative Suite, Figma, and Canva, applying brand standards and audience-focused messaging within team-based projects.

Master of Arts in Digital Humanities (Completed One Year)

University of Alberta

- Completed one year of the Master of Arts in Digital Humanities program at the University of Alberta, building on a strong foundation in academic research, critical analysis, and interdisciplinary problem-solving before transitioning into industry.

Bachelor of Arts, English Language and Literature

Shiraz University

- Built a strong foundation in storytelling, research, audience analysis, and cross-cultural communication.
- Developed advanced writing and communication skills through academic research and teaching experience

SELECTED PROJECTS

UX in Healthcare Transition Scholarship Project — AI-Assisted App Development

Awarded scholarship supporting transition into UX in healthcare. Designed and developed an AI-assisted application by translating healthcare UX research into a product concept. Used AI tools for ideation, prototyping, and iterative UX design focused on usability and accessibility.

ADDITIONAL INFORMATION

- **Languages:** Persian, English (IELTS 8, CELPIP 11) , French.
- **Certifications:**
 - Ultimate Figma Masterclass Course – Designership (2026)
 - Transition into UX for Healthcare - Maven (2025)
 - Certified Empowered Startupper – Empowered Startups (2024)