

Mahtab Abghari

Senior Product Designer

✉ mahttob@gmail.com

in LinkedIn

📁 Portfolio

📍 Calgary, AB

Proactive Designer with 6+ years of experience creating human-friendly digital products and solving complex design problems in Fintech and Edtech. Proven ability to lead the design process for new SaaS features from user research to launch. Passionate about leveraging technology for a sustainable future.

Experience

Product Designer

RBC , Business Banking

Aug 2022 - Present

Toronto - Remote

Reporting to the director of design, I collaborate with product and engineering teams to deliver seamless and user-centric experiences for our SaaS products such as the MBA tool and RBC Edge. Accomplishments include:

- Simplified complex entitlements. In collaboration with legal and engineering teams, we devised a solution for configuring distinct transaction entitlements for users. Our streamlined solution, improved the tool's user-friendliness, as confirmed by our Go-to-market team.
- Improved error prevention through cognitive walk-throughs and usability testing, resulting in an average document digitization of 2750 a month.
- Created high fidelity prototypes with guided explainers in Figma that serve as training material for new advisors to get more familiar with our advisor-facing tool.

Visual Designer

[Kora Financial Inc.](#)

May 2021 - Aug 2022

Chicago - Remote

Reporting to the head of product as well as the marketing manager , I provided design solutions for college students on their journey to reaching our brand's AHA! moment: being financially prepared by graduation. Major accomplishments include:

- Led the comprehensive company-wide visual and design system re-brand initiative, transitioning from Boro to Kora, resulting in a polished and elevated brand image that debuted in August 2021.
- Developed a fresh UI mobile and web design system, loading animations and illustrations for the mobile app.
- Executed the design and implementation of a virtual prepaid Visa card, from the initial ideation phase to final approval and implementation. This strategic design played a pivotal role in propelling the Insights tool to reach 100,000 active users by August 2022, contributing to the app's impressive 4.4-star rating in the App Store.

Visual Designer

Freelance

May 2018- August 2022

Toronto - Remote

Offering a wide range of design solutions to various clients such as Karl Winters, Zesty Lifestyle, and Avers Design on a project basis. Key projects include:

- Re-designed Zesty Lifestyle's press blog and lifestyle gallery resulting in a streamlined user experience. Praised by founder Anna Lolomari for quick yet detailed designs.
- Directed and launched editorial fashion campaign for Avers design resulting in a 40% increase in sales of their Samin clutch.

Experience Continued

Graphic & Web Assistant

Ryerson University

September 2018–April 2019

Toronto

Crafting user-centric web content that spanned various channels. This encompassed designing engaging social graphics, eye-catching posters, and compelling merchandise to effectively reach and resonate with our target audience. Major accomplishments are:

- Created fun and highly popular pins, bookmarks and stickers based on social trends for student events.
- Supported the content creation team by organizing and updating over 50 blog links and images through WordPress.
- Improved brand elements by redesigning Twitter, YouTube, and Facebook banners.
- Created engaging and quirky illustrations for articles such as The Problem with Anti-Stigma Campaigns.

Junior Digital Designer

Bluebox Pictures

October 2015– February 2017

Tehran, Iran – Remote

Worked independently as well as with the creative team to create and implement advertising campaigns. Responsibilities included:

- Designed printable posters for promotional use for brands such as Tehran's Theatre Group and Kaleh.
- Created engaging pitch decks for client and stakeholder meetings.

Skills

Research

User Research

Competitive Analysis

User Interviews

Usability Testing

Heuristic Evaluation

Visual

Prototyping

Micro Animations

Iconography

Design Systems

Illustration

UX

Journey Mapping

Workshop Facilitation

Design Accessibility

Wireframing

Design Leadership

Software

Figma

Adobe CC

Principle

Spline

Education

UI design Certificate | BrainStation

2021

B(Des) Fashion Communication | Ryerson University

2020

Bachelor of Industrial Design | Tehran University of Art

2015

Certificates

Certified Product Designer | Uxcel

Design Accessibility | Uxcel

AI for Designers | Interaction Design Foundation