



Nima Tabatabaei

Crafting meaningful connections and thoughtful designs that solve real problems for users and businesses.

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Voiceflow · Senior Product Designer · Toronto- Canada · 2023-2024

Voiceflow is a platform that helps teams to design, prototype, and launch AI assistants without coding.

- Spearheaded the development of conceptual designs for future projects, demonstrating a forward-thinking approach and an ability to adapt to strategic shifts.
- Collaborated closely with cross-functional teams to conceptualize design strategies for next-generation products, emphasizing innovation and long-term vision.
- Contributed to the implementation and review of a new design system, collaborating with design system engineers to ensure it met our high standards for quality and consistency.

Ada Support · Senior Product Designer · Toronto- Canada · 2018-2023

Ada is a brand interaction platform that helps automate conversations with each customer and employee, save costs and grow revenue.

- Led client and stakeholder interviews, data collection, and team brainstorming workshops.
- Drove the creation of the team's vision and objectives in collaboration with Product, Engineering, and design leadership counterparts.
- Oversaw design projects throughout the entire product lifecycle and multiple product launches.
- Served as a core contributor and advocate for the design system to enhance efficiency between Design and Engineering.
- Designed custom integrations that enable clients to deliver personalized experiences.
- Collaborated with the machine learning team to translate complex concepts into no-code UI.
- Headed the redesign of in-dashboard analytics reports.
- Designed internal tools that empower teams to learn quickly and scale effectively.

Reyhoon · Lead Product Designer · Tehran - Iran · 2016 - 2018

An on demand Tehran-based online food ordering service in partners with the local restaurants in more than 16 cities in Iran.

- Involved in preliminary schematic design, research, and prototyping.
- Assisted in providing high impact products including Merchant app.
- Android and iOS mobile app, and new UI with UX improvements for the website.
- Involved in decisions with regards to the business requirements, policies, prototyping, and research.
- Structured and executed complex problem-solving sessions to address end-user needs.

Stylus imaging · Designer · Toronto- Canada · 2014 - 2015

An advertising agency for small business with design, print, and signs services.

- Compiled one on one consultation with clients for startups and small business.
- Redesigned the company's website.
- Designed branded HTML based email marketing campaigns.

Design skills

Interface / Interaction design
Wireframing
Journey mapping
Prototyping (lo-fi to hi-fi)
Design system
Developing brand visual identity
Style guides
Data visualization

Research skills

Storyboards
Scenarios
Critical thinking
Usability testing
User interviews
Surveys
Competitive analysis

Tools

Figma
Whimsical / Miro
Framer / Principle / Flinto
Fullstory / looker
Storybook
Notion / Linear
Adobe Creative Suites

Education

Bachelor of Fine Arts (Honours)
York University | Toronto

Digital Media

York University | Toronto