

Mehran G. Shiri | New York, NY | 347-603-2729 | [Email](#)

**Lead Product Designer** with 6+ years of experience specializing in enterprise and consumer-facing healthcare products. Proven expertise in Identity & Access Management, security-focused UX strategy, and scalable design systems. Track record of improving successful logins by 83% and reducing support overhead through research-driven, accessible design.

**Blue Shield of California | Lead Product Designer | Feb 2022 – Present**

**Key Focus:** Identity & Access Management (IAM) & Member Engagement

**Authentication & Registration Redesign:** Spearheaded the end-to-end redesign of member registration and login flows, integrating biometric authentication and streamlined account recovery.

**Security & Usability Impact:** Resolved critical friction points in "forgot username/password" journeys, resulting in an 83% increase in successful logins and a 25% reduction in login-related support calls.

**Cross-Functional Leadership:** Partnered with Security, Legal, and Engineering stakeholders to ensure IAM patterns met stringent healthcare compliance, data privacy, and accessibility standards.

**Member Onboarding Strategy:** Led multi-day design sprints and discovery workshops to build a "Pre-Onboarding" experience, allowing members to customize their dashboards based on personal health goals.

**AI Integration:** Directed the operationalization of AI-powered tools to improve member self-service and clarity within complex healthcare journeys.

**Design Systems:** Acted as a hands-on lead contributing to UI and interaction design for enterprise-scale applications, ensuring a cohesive multi-channel experience (Web & Mobile).

**University of Chicago | Lead UX Researcher | Aug 2021 – Oct 2021**

**Experience Redesign:** Owned end-to-end UX research to inform digital experience redesigns, increasing outreach and engagement by 15%.

**Strategic Insights:** Translated qualitative and quantitative research into clear product recommendations, directly shaping MVP scope and prioritization.

## Freelance UX Designer | Mar 2019 – Present

Scalable Solutions: Designed and maintained scalable design systems for early-stage clients, improving cross-team delivery speed by 40%.

Full-Cycle Design: Delivered user-centered solutions spanning research, interaction design, visual design, and high-fidelity prototyping.

## EDUCATION

Eastern Mediterranean University | Bachelor of Science (B.S.), Management

## LICENSES & CERTIFICATIONS

Scaled Scrum Product Owner Certified (SSPOC) – [scrum.org](https://scrum.org)

Certification in User Experience (UX) Design Immersive Program 2021 General Assembly, New York

## SKILLS

Design: Figma, IAM Strategy, Biometric Auth Flows, Design Systems, Prototyping, Visual Design.

Research: Usability Testing, Workshop Facilitation, Journey Mapping, Discovery.

Process: Agile/Scrum, Stakeholder Alignment, Privacy & Security Advocacy, Design Sprints.

Platforms: Mobile-first Responsive Design, iOS & Material Design Patterns.