Mehran G. Shiri

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SENIOR UX/UI DESIGNER

Experienced product designer with expertise in user-centered design, Figma, and mobile-first strategies. Proven track record of leveraging research, collaboration, and innovation to create impactful user experiences for enterprise and consumer applications.

PROFESSIONAL EXPERIENCE

Product Design Lead

Blue Shield of California — New York, NY | Feb 2022 – Present

- Led end-to-end UX strategy and execution in an agile environment, driving a 15% increase in conversion rates and a 20% reduction in user errors.
- Designed wireframes, interactive prototypes, and workflows for enterprise applications, aligning design with user and business goals.
- Conducted usability studies and journey mapping to uncover user pain points and improve multi-channel experiences.
- Collaborated with cross-functional teams and stakeholders to ensure cohesive, user-centered product solutions.
- Advocated for human-centered design practices, balancing immediate project needs with long-term strategic objectives.

Lead UX Researcher

University of Chicago — New York, NY | Aug 2021 – Oct 2021

- Achieved a 15% increase in engagement by revamping the university's website based on user research insights.
- Conducted qualitative research (surveys, interviews, usability testing), leveraging data to inform design decisions and develop a successful MVP.
- Designed user flows, wireframes, and high-fidelity prototypes in Figma, iterating based on testing feedback.
- Partnered with cross-disciplinary teams to create cohesive user experiences aligned with institutional goals.

Freelance UX/UI Designer

New York, NY | Mar 2019 – Present

- Delivered customer-facing design projects and cohesive design systems, increasing team collaboration by 40%.
- Managed international production schedules, showcasing the ability to handle large-scale, complex projects.
- Developed wireframes, prototypes, and detailed design documentation, ensuring alignment with brand standards and user needs.

EDUCATION & CERTIFICATIONS

AI for UX Designers — Levelr | Certificate of Completion, August 18, 2026

Professional Scrum Product Owner — Scrum.org | 2024

UX Design Immersive Program — General Assembly, New York | 2021

Bachelor of Science in Management — Eastern Mediterranean University, Cyprus

KEY SKILLS

Design Tools: Figma, Adobe Creative Suite, prototyping
Design Expertise: Mobile-first design, iOS/Material Design patterns, UX research, usability testing
Collaboration: Cross-functional teamwork, agile environments, design thinking advocacy