

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

SR. EXPERIENCE DESIGNER

Product Strategy | User-Centered Design | Cross-Functional Leadership

Senior Experience Designer with 6+ years of experience specialized in aligning business strategy with established user-centered design principles. Proven track record in leading end-to-end UX projects within complex, regulated industries. Dedicated problem solver with expertise in research, wireframing, and high-fidelity prototyping to drive measurable results and improve user outcomes in healthcare and security ecosystems.

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

- **Strategic UX Leadership:** Lead end-to-end design initiatives for critical member journeys, prioritizing UX improvement opportunities that directly align with enterprise business goals.
- **Research & Data Synthesis:** Developed comprehensive research plans and conducted qualitative/quantitative studies to inform product roadmaps. Analyzed user data to translate findings into actionable UX flows and UI concepts.
- **Measurable Impact:** Spearheaded a systemic overhaul of the Identity & Access Management (IAM) workflow, resulting in an 83% increase in successful logins and a 25% reduction in support volume.
- **High-Fidelity Prototyping:** Built interactive prototypes to explore complex workflows and micro-interactions, conducting concept testing to validate solutions before implementation.
- **Stakeholder Partnership:** Partnered closely with technical and business stakeholders to implement sophisticated solutions within existing system constraints and technical capabilities.
- **Engineering Guidance:** Provided detailed design specifications and direct guidance to software engineers to ensure 100% accuracy in the implementation of UX patterns and UI components.
- **Design System Innovation:** Collaborated to evolve the design system library, expanding documentation and tools for reusable UX patterns across web and mobile platforms.
- **Mentorship & Coaching:** Coached junior team members on research methodologies and interaction design best practices to elevate the overall quality of the design organization.

University of Chicago | Lead UX Researcher | Feb 2021 – Feb 2022

- User Insights & Strategy: Owned the research lifecycle for digital outreach programs, coordinating schedules and setting clear milestones to meet project deadlines.
- Process Improvement: Compiled findings into diagrams and frameworks that led to a 15% increase in user engagement.

Freelance UX Designer | Mar 2019 – Present

- Problem Solving & Ideation: Brainstormed and implemented meaningful design solutions for early-stage clients, focusing on intuitive navigation and user-centered best practices.
- Documentation & Standards: Established comprehensive design standards and UI kits to facilitate seamless hand-offs to engineering teams.

EDUCATION

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

LICENSES & CERTIFICATIONS

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

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

SKILLS

Design & Concept: Wireframing, User Flows, Information Architecture (IA), UI Design, Micro-interactions.

Research & Testing: User Research Plans, Data Analysis, Concept Testing, Usability Testing, Journey Mapping.

Leadership: Project Management, Mentorship, Stakeholder Management, Design System Documentation.

Tools: Figma (Expert), Interactive Prototyping, Design Systems, Agile/Scrum