

SAINA SALAMIPOUR

Senior UX/UI Designer · Product Experience Leader

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Vancouver, BC

PROFILE

Designer with 9+ years turning complex systems into products people love. I bridge the gap between user insight and engineering reality — shipping scalable design systems, validating ideas through research, and raising the craft bar wherever I work. My background spans healthcare platforms, EV technology, SaaS, and consumer apps. I hold a Master's in Visual Communication and lead with curiosity, precision, and an obsession with outcomes that actually move metrics.

CORE SKILLS

Strategy: User Research, Information Architecture, Design Systems, Product Thinking, Accessibility (WCAG), Agile/Scrum

Craft: Wireframing, High-Fidelity Prototyping, Interaction Design, Motion & Microinteractions, Typography, Responsive Web & iOS

Tools: Figma, Adobe Creative Cloud (Ps · Ai · Id · Ae · Pr), Zeplin, InVision, CorelDRAW

Collaboration: Jira, Asana, Notion, Miro, Airtable, Google Analytics, HubSpot, Mailchimp

Implementation: HTML/CSS, WordPress, CMS Integration, eCommerce, Social Content Production

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer · **PanGenomic Health Corp** — Vancouver, BC Nov 2022 – Present

- ▶ Led UX design across three health & wellness apps — **Nara**, **Mindleap**, and **Mujn.ai** — applying gamification mechanics that drove a **70% increase in user engagement**
- ▶ Owned end-to-end product design: user research, flows, wireframes, and high-fidelity Figma prototypes for iOS and responsive web
- ▶ Partnered directly with PMs and engineering to ship production-ready UI aligned to WCAG accessibility standards and brand identity
- ▶ Extended design scope into go-to-market execution: campaign graphics, launch videos, and photo content across all three product lines

Senior UX/UI & Visual Designer · **ACEL Power, Inc.** — Vancouver, BC Dec 2021 – Nov 2022

- ▶ Architected and maintained a scalable **design system with design tokens**, enabling consistent UI across a complex EV battery management platform
- ▶ Led end-to-end UX research program — journey mapping, usability testing, and iterative prototyping — resulting in an **80% improvement in user interaction rates**
- ▶ Reduced interface friction through targeted usability studies, measurably improving task-completion rates for technical users
- ▶ Delivered brand identity and visual campaigns for both product experience and investor marketing contexts

Senior UX/UI Designer · **Speak Design, Inc.** — Vancouver, BC Jan 2021 – Dec 2021

- ▶ Designed responsive B2B websites and dashboards using WordPress and custom component libraries — balancing product needs with marketing requirements
- ▶ Translated customer feedback and analytics insights into iterative UI improvements across full customer journeys
- ▶ Ensured cross-channel brand consistency while managing deliverables across product, brand, and growth marketing

UX/UI Designer · **Doctoreto.com** Feb 2017 – Dec 2020

- ▶ Led a full platform redesign for a healthcare product serving **5,000+ active users**, measurably improving usability scores and satisfaction ratings
- ▶ Built and institutionalized a UX research workflow that shifted the team from intuition-led to evidence-driven design decisions

VOLUNTEER & COMMUNITY

Brand & Web Designer · VancityGirlsWhoWalk.com

- ▶ Created full visual identity, social campaigns, and a wellness-focused eCommerce platform to support women in active community living

EDUCATION

Master of Arts, Visual Communication

Apadana University, 2017

Bachelor of Arts, Graphic Design

Art University

Associate Degree, Visual Arts

Science & Art University