

WEDAD MASOUDI MANSOUR

PRODUCT DESIGNER

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wedad.design

EXPERIENCE

Product Designer | Port443 Inc

OCT 2022 - PRESENT

- Led UX for high-impact areas of a complex SaaS platform used by music teachers and studios, focusing on workflows that directly affect daily operations and revenue-related tasks.
- Identified usability friction and failure points using user research, support tickets, and behavioral insights (session recordings, rage clicks), translating findings into prioritized product improvements.
- Redesigned core workflows (Notifications, Sign Up, Booking, Agenda, Bulk Actions), reducing cognitive load and making frequent, time-sensitive tasks faster and safer to complete.
- Introduced risk-aware interaction patterns (warnings, confirmations, partial execution), reducing repeated user errors and increasing confidence in complex, high-impact actions.
- Established and evolved a shared design system in Figma, improving consistency across products and reducing design-development friction.
- Partnered with Product, Engineering, QA, and Support to align user needs, technical constraints, and business goals, advocating for the user throughout discovery and delivery.

UX/UI Designer | The Dexign Studio

JUN 2020 - NOV 2022

- Designed and shipped user-centered solutions across client projects, contributing from early discovery through development handoff.
- Created and scaled a design system for a legacy product, improving consistency and design efficiency.
- Conducted user research, competitive analysis, and usability testing to inform design decisions.
- Delivered user flows, high-fidelity prototypes, and developer-ready assets.

UX/UI Designer | Freelance

JUN 2021 - 2022

- Designed and shipped web and iOS applications for early-stage products, including landing pages and consumer apps.
- Owned projects end-to-end, from requirements gathering to final delivery.
- Mentored junior designers during a 12-week product design course.

I'M

Product Designer with 5+ years of experience designing and improving complex SaaS products, leading UX for high-impact workflows, and collaborating closely with cross-functional teams to deliver scalable, user-centered solutions. Strong background in system thinking and translating user needs into practical product outcomes.

EDUCATION

User Experience Design Diploma
BrainStation

Masters in Software Engineering
Concordia University

Bachelors in Software Engineering
Shahid Chamran University

SKILLS

Product & UX Design: UX Strategy, Interaction Design, User Flows, Information Architecture, Design Systems, Usability Testing, User-Informed Design

Research & Analysis: User Research, Surveys & Feedback Analysis, Behavioral Insights, Session Recordings, Support Ticket Insights

Product & Collaboration: SaaS Products, Agile Environments, Cross-Functional Collaboration, Stakeholder Alignment, Design-Development Handoff

TOOLS

Figma, Microsoft Clarity, Intercom, YouTrack