

Hasnain Bakhtiar

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EDUCATION

Master of Science, User Experience Design

Arizona State University: Ira A. Fulton Schools of Engineering

Expected Dec 2026

Bachelor of Arts, Public Policy & Management

York University: Liberal Arts & Professional Studies, Toronto, Canada

Apr 2012

Certificate in UX Design

York University: School of Continuing Studies, Toronto, Canada

Apr 2020

PROFESSIONAL EXPERIENCE

Product Designer, Della Connect

Jan 2023 – Feb 2025 | Toronto, Canada

- Collaborated cross-functionally with product managers, engineers, and stakeholders to design and deliver user-centered SaaS experiences across mobile, web, and touchscreen platforms.
- Conducted user research and usability testing to inform data-driven design improvements and enhance accessibility and adoption.
- Developed a unified design system that strengthened visual consistency and streamlined communication between design and development teams.
- Synthesized qualitative insights and product metrics to influence design direction and communicate outcomes to cross-disciplinary partners.
- Partnered with research and data teams to evaluate design hypotheses through usability metrics and A/B tests.

UX/UI Designer, Citywide Automation

Mar 2021 – May 2023 | Toronto, Canada

- Designed SaaS interfaces for building automation systems, improving user workflows and operational efficiency through iterative testing and data-informed refinements.
- Partnered with engineers and product managers in an Agile framework to align design goals with business and technical requirements.
- Created prototypes and interaction models for usability testing, integrating user research insights into product design practices.
- Facilitated design reviews and presentations, ensuring clear communication of design rationale to non-design stakeholders.

UX/UI Designer, Pachira Social Enterprise

Jan 2020 – Mar 2021 | Calgary, Canada

- Redesigned the user portal to improve usability and align with a new brand identity using contextual inquiry and survey feedback.
- Conducted user interviews, surveys, and heuristic evaluations to uncover insights that shaped design decisions and enhanced user engagement.
- Collaborated with developers to translate research insights into functional design improvements, ensuring a user-centric, iterative workflow.

PUBLICATIONS

- ***Designing for multiple devices in 2020*** — [UX Collective](#), Jun 2020
Discusses responsive design strategies and maintaining consistency across devices.
- ***The role of color in UX design*** — [Bootcamp](#), Apr 2021
Examines how color theory and accessibility influence perception and usability.
- ***Is there a secret formula for making UX decisions?*** — [Bootcamp](#), Sep 2020
Explores how designers balance intuition, research, and data-driven insights.
- ***What the Future Holds for UX Design*** — [Geek Culture](#), Jul 2021
Highlights trends shaping the future of user experience and product design.

SKILLS

Design Tools: Figma, Adobe Creative Cloud, Sketch, InVision, Zeplin

Development Knowledge: HTML, CSS, Wordpress, Elementor

UX Processes: Prototyping, Design Systems, Wireframing, User Research, Contextual Inquiry, Survey Design, Usability Testing

Collaboration: Cross-functional teamwork, Agile (Scrum), Design reviews, Stakeholder communication, Product alignment meetings