

Kaveh Hashtroodi

Product / Service Designer + UX Strategist

Hello :)

I am a product / Service designer with over six years of experience designing SaaS products and analyzing and improving services. I always pay attention to design for scale, ensuring that what I design brings real value with meaningful success. I believe design is not a one-person job and excellent outcomes happen by being receptive to diversity.

Expertise & Focus

Product Strategy
User Experience
Service Design
User and Product Flow
Wayfinding
User Interface
Design System
Usability Testing
Interactive Mockup
Prototyping tools

Education

Product management Certificate

BrainStation - Canada
2020

BA in Interactive Art & Technology

Simon Fraser University - Canada
2012 - 2018

BArch in Architectural Design

Guilan University - Iran
2000 - 2006

Contact

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Experiences

Product Design Lead & UX Strategist

City of Surrey | 2018 to present

Single Family Building Permit App - MySurrey Account Experience - Surrey Design System | Design Analyst 2

In my role, I lead designing new SaaS products to help the city's departments achieve their goal and deliver high-quality services to our citizens. I analyze municipal services, recommend business process changes, and help the city choose the right COTS products and adopt them by focusing on integration and user experience aspects of product change management.

I run workshops, interviews, and contextual research to help the business units frame their problem, identify value propositions, and define product roadmaps and MVP. During the design phase, I use sketches, user flow diagrams, interactive mockups, and usability testing to communicate the concept, gather feedback from stakeholders, and generate discussions on technical aspects in our workshops.

I also work closely with our design team and provide feedback to ensure coherence for all the digital product projects. I initiated and led the first version of Surrey's design system to ensure design consistency and improve the efficiency of our design process.

Product Designer

City of Surrey | 2016 to 2018

MySurrey Account Experience - Recreational Activities Management System integration - Surrey.ca UI design

As a product/service designer, I worked closely with the business analysts and different city's business units to design new online services based on the requirements. I also supported the improvement of existing products to enhance the customer experience within specific service delivery processes.

In this role, I designed the MySurrey account experience, enabling citizens to request connected online services and track their applications and requests. I helped the product team to identify different use cases and create user stories.

I worked closely with the city's website team to improve the website's content design and user interface to reduce the pain points in customer journeys through different website areas to achieve their goals.

User Experience / User Interface Designer

City of Surrey | 2015 to 2016

MySurrey Concept Design - Parking Ticket Application - Surrey.ca UI design

As a UX/UI designer, I collaborated with other designers to improve and update the user interface of existing products and the city of Surrey's website. I audited the products and conducted competitive analyses to come up with recommendations for improvements. In collaboration with the website team, I worked on the visual elements on the interface within the limitation of the content management system.