Asal Soleimannezhad

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Summary

Product Designer focused on crafting clear, user-first mobile experiences. I enjoy simplifying complex problems, shaping scalable patterns, and creating interfaces that feel intuitive and purposeful. With a strong grasp of native mobile behaviours and a sharp eye for systems, I'm motivated by work that influences real business outcomes. I work closely with cross-functional partners, bring structure to ambiguity, and use research to inform decisions while always keeping the user's and business's reality in focus.

Experience

Product Content (Designer) | WeyMedia Inc Remote ↗   May 2025 - Present

- As a first in-house designer I built a Figma organization system that streamlined design–dev collaboration, cut handoff time by 50%, and kept UI consistent across platforms.
- Redesigned Profile and Transactions screens, helping users track payouts, coins, and levels which reduced support requests and improved clarity.
- Designed gamified financial Quests like Treasure Hunt, turning education into storytelling and boosting completion rates to 92%.
- Integrated AI tools (Claude AI, Sora) into content workflows, doubling design and content writing speed and output.
- Implemented "Offers in Quests", letting users discover and apply financial tools in-app, increasing partner conversions.

Brand Ambassador | Canada Goose Toronto, Ontario ↗   Oct 2024 - Feb 2025

- Contributed to an internal visionOS concept aimed at improving in-store hostess interactions and workflow efficiency.
- Helped guide guests through product features, supporting premium retail experiences.
- Provided tailored product recommendations and participated in immersive store visits that emphasized storytelling and brand engagement.

Skills

- Skilled in Figma, including component libraries, prototypes, and workflow setups.
- Experienced designing for iOS and visionOS, with a solid grasp of Apple interface patterns and touch-based interactions.
- Skilled in usability validation: planning tests, interpreting findings, and turning insights into design improvements.
- Strong foundation in interaction design, responsive layouts, systems thinking, and accessibility standards (WCAG, AODA).
- Tools: Figma, MS Office, Google Suite, Claude AI, Perplexity, Sora AI.

Education

Advanced Diploma of Interaction design   Jan 2023 - Apr 2025

George Brown College (GPA: 3.5/4)