

Dana Forough Dabagh

UX/UI Designer

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Authorized to work in the US without sponsorship

SELECTED WORK EXPERIENCE

Canada Life Insurance | 2022 - Present

User Experience Designer

- Worked with a Scrum team as a UX designer to enhance client-facing web and mobile experiences for 10M+ group customers using Figma and Jira.
- Designed wireframes for over 700 Jira tickets, contributing to three major redesign or new-product releases within agile delivery.
- Analyzed more than 1,000 Qualtrics comments quarterly and used Adobe Analytics themes to inform design decisions.
- Collaborated with developers and quality assurance on design reviews and with the accessibility team on WCAG-related work.
- Contributed to customer-retention and onboarding initiatives involving approximately \$40B in accounts through redesigned experiences and new features.

Dialogue Technologies Inc. | 2022

Product Designer

- Worked concurrently with two Scrum teams across three products, including web-based dashboards using Figma, Jira, and Miro.
- Initiated an internal project by conducting UX research and interviews with Dialogue employees.
- Analyzed bi-weekly Qualtrics data and user interviews to create research reports and design criteria.
- Collaborated with development teams to support design delivery and contributed to five production features.

Humber Galleries | 2021

User Experience Designer Intern

- Created a digital artistic story for Nuit Blanche Toronto, exhibited in October 2022.
- Used Unity, Figma, and Blender to design an immersive artistic experience.

EDUCATION

Harvard Extension School - Master of Liberal Arts (ALM), Digital Media Design - Admitted Graduate Student

- Fundamentals of Web Application Development; User Experience Engineering

Nielsen Norman Group (NN/g) - Interaction Design specialization

- Application Design for Web and Desktop; Mobile User Experience; Designing Complex Apps for Specialized Domains; Omnichannel Journeys and Customer Experience

Humber Polytechnic - Post-Graduate Certificate, User Experience Design

- Research, usability testing, interaction design, prototyping, and digital product development

University of Tehran - B.A. in Foreign Languages; Post-Graduate Studies in Business Administration