

Mahshid Mahmoudian

Senior Experience Designer

I’m an interaction design enthusiast who loves creating digital experiences from end to end. I enjoy thinking beyond the interface, from the product and its interactions to the visual language, branding, motion, and even the sound of a small interaction. I’m interested in creating experiences that feel cohesive, expressive, and thoughtful across every detail.

EXPERIENCE

Senior Experience Designer | Konrad Group

June 2026 – Present

I design large-scale digital products and experiences for clients including **PC Optimum**, **RBC**, **Sun Life**, **Scotiabank**, and **American Express**. I lead design from concept through presentation and delivery, collaborating with cross-functional teams and clients to translate complex requirements into clear, intuitive experiences. I also contribute to client growth through workshops, presentations, and new-business work, while mentoring junior designers and supporting the hiring process.

Senior Product Designer | BABCO Design Agency

Mar 2023 – Sep 2025

I worked as a product designer creating **brand identities**, branded **marketing websites**, and digital products for **technology companies**, **development firms**, and **startups**. I worked across the full design process, from visual identity and art direction to UX, wireframes, prototyping, and final UI, bringing a strong visual design background in typography, color, illustration, and composition to each project.

Graduate Research Assistant | School of Design, GBC

Sep 2025 – Apr 2026

I worked on a location-based **AR experience** exploring Indigenous history and storytelling. I translated historical research into a **mobile-first interactive experience**, designing the user flows, interface, content system, branding, and visual language. I also prototyped and tested AR interactions, focusing on creating an accessible and engaging experience that connected digital storytelling with physical space.

UX/UI Designer | Freelance

Oct 2021 – Sep 2025

Designed digital products, websites, and visual experiences for clients across different industries, working from early concepts and wireframes through final UI and visual design.

Storyboard Artist | Freelance

Jan 2022 – Aug 2022

As a **creative director** and storyboard artist for an animation team, I created 10-frame storyboards based on provided text or songs, using sketches and thumbnails to visualize the animation concepts.

Illustrator & Graphic Designer | Maat Agency

Mar 2019 – May 2022

At Maat, a digital marketing agency, I worked as an illustrator and graphic designer, creating illustrations for **posts** and **animations**. I also designed social media posts for various brands, including **Huawei**, focusing on visually engaging content for effective advertising.

CONTACT

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Toronto, Canada

EDUCATION

AD • Interaction Design

Geroge Brown College

Sep 2022 – 2025

AA. Carpet Designing

Tehran University Of Art

June 2022

Concept Art

Inverse School

Oct 2021

Advanced Digital Painting

Inverse School

Nov 2021

Illustration Teqniques

Inverse School

Dec 2020

SKILLS

DESIGN

- Design Engineering
- Audio-Visual Design
- Vibe Coding
- Interaction Design
- Sound Design
- 2D Illustration
- XR Design
- Motion & Animation
- Creative Direction

TOOLS

- Figma
- Maya
- XCode
- Adobe Products
- Unity
- Cursor
- Touchdesigner
- Procreate
- Ableton