Rayana Azar

Product Designer
ra.rayanaazar@gmail.com
rayanaazar.com

Education

Carnegie Mellon University / *MIIPS* (Expected graduation: December 2027)

Master of Integrated Innovation for Products & Services
Focus: Interaction Design • User Experience Design • User Research • Product Innovation

University of Toronto / *B.Sc. Double Majors* (September 2017 - April 2022)

Computer Science, Interactive Media (CCIT)

Experience

LinkedIn / *Software Engineer* (August 2022 - July 2025)

- Led cross-functional delivery with product managers, designers, and 7 engineers across 4 teams to expand LinkedIn Recruiter's resume search, which now drives over 25% of Recruiter InMail accepts (True North Metric).
- Partnered with designers to improve the resume search experience, translating product requirements and user needs into interaction designs and delivering an end-to-end solution across UI and backend systems that made 540M additional job positions searchable through the interface.
- Implemented LLM-driven search-filter workflows, supporting approximately 14% growth in recruiter searches for nurses.

Qode Media Inc. / *UX Designer* (October 2020 - April 2021)

- Designed end-to-end user flows and mobile interfaces for an automotive dealership app.
- Evaluated client websites through heuristic evaluation and usability analysis to identify usability issues and opportunities for improvement.

University of Toronto / *UX Researcher* (June 2020 - August 2020)

- Conducted one-on-one user interviews with adults to understand technology use in the context of their relationships.
- Analyzed qualitative interview data in NVivo, synthesizing recurring themes and patterns into research findings.

UX Projects

Mobile App Design - Art Discovery & AR Concept / *Spacegrid*

- Translated survey findings and competitive analysis into a personalized art-discovery concept addressing budget constraints and uncertainty about how artwork fits at home.
- Designed and prototyped visual-search flows and AR room previews in Figma, connecting image-based inspiration with artwork selection and true-to-scale placement.

Mobile Feature Design - LLM-Assisted Credibility Feature / *Smartread for Pocket*

- Identified an opportunity gap in Pocket and designed an in-app credibility-checking feature concept in Figma that integrates seamlessly into the existing reading flow.
- Synthesized first-person accounts into design principles for transparent credibility assessment, using readers' preference for distraction-free reading to guide optional inline verification and progressive disclosure of sources and verification details.

Skills

Product Design • Systems Thinking • UX Design • Interaction Design • Mobile App UI Design • Web Design • Figma • Prototyping • UX Research Methods • User Interviews • Usability Testing • Heuristic Evaluation • Information Architecture • Design Systems • Accessibility • Wireframing • Human-Centered Design • Typography • Photoshop • Sketch • Product Strategy • Leadership • Project Management • HTML • CSS • JavaScript • Python • Java • Backend Development • Databases • French • Arabic