

# GOLI BAHRI

Senior UX Designer | Enterprise Platforms • AI & Automation • Digital Health & Fintech  
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## SUMMARY

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Senior UX Designer with 8+ years of experience designing complex enterprise, fintech, and digital health platforms, including internal tools and operational workflows. Strong background in systems thinking, service blueprinting, and usability research, with experience improving end-to-end processes across interconnected tools. Five years inside TELUS Health shaping product across digital mental health, financial wellbeing, and internal operations — including a CBT platform serving 500K+ users and a crowdfunding platform supporting \$65M across 500+ campaigns. Experienced working across product areas to align design direction, support roadmap decisions, mentor designers, and contribute to scalable design systems.

## EXPERIENCE

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**TELUS Health** Toronto, Canada 2021 — 2026 · 5 yrs

Five years at TELUS Health spanning three enterprise products — digital mental health, financial wellbeing, and internal workflow systems — helping align experience strategy and roadmap priorities across interconnected tools.

**Senior UX Designer · Digital Mental Health Platform (CBT)** 2021 — 2026 · 5 yrs

Designed a therapist-guided CBT product used by 500K+ users across web and mobile, owning the end-to-end journey from onboarding and booking to dashboard, program tracking, and therapist communication.

- Led the end-to-end design of onboarding, scheduling, dashboard, and progress-tracking flows in collaboration with product and engineering
- Identified onboarding drop-offs through user interviews and usability testing — refining flows to improve completion and reduce confusion
- Created service blueprints and journey maps to surface dependencies across user flows, internal tools, and backend processes; helped define experience strategy and influence roadmap decisions
- Worked closely with product and engineering to define solutions across multiple features, keeping the experience consistent as the product evolved
- Facilitated cross-functional workshops to clarify requirements, align on priorities, and support product decisions in complex, multi-stakeholder projects
- Mentored junior designers and led UX Community of Practice sessions — establishing shared design practices, improving review processes, and raising overall quality across the team
- Helped transition the product to the TELUS Health design system, establishing reusable patterns used across multiple products

**UX Designer · Case Management & Internal Workflow Systems (Dynamics 365)** 2022 — 2024

Created service blueprints and mapped end-to-end workflows for case-management systems built on Microsoft Dynamics 365, analyzing dependencies across multiple internal tools used by care teams, support staff, and operations groups to improve operational efficiency.

- Analyzed cross-system dependencies and data flow between tools to identify gaps causing delays and confusion in daily operations
- Interviewed therapists, support staff, and stakeholders to surface usability issues across end-to-end workflows
- Partnered with product and operations stakeholders to define workflow improvements that increased efficiency across internal tools
- Ran usability testing with the research team to validate improvements and refine task flows

- Led workshops with product, engineering, and operations to align on requirements and prioritize workflow changes
- Designed automation and AI-assisted features to streamline case-management processes, supporting human-in-the-loop decision-making and reducing manual work

### **UX Designer · Financial Wellbeing Platform (MyFinances)**

2021 — 2022

Contributed to a financial wellbeing platform focused on financial literacy and decision support — designing dashboards, insights, and guided flows to help users better understand and manage their finances.

- Redesigned dashboards, navigation, and financial data flows to improve clarity across complex information
- Conducted usability testing and competitive analysis to identify gaps and help prioritize product improvements
- Designed personalization and recommendation features to support decision-making and long-term engagement
- Built interactive prototypes used in sales demos to present the product to enterprise clients
- Defined reusable interaction patterns that supported consistency across new features
- Created flows that connected multiple product areas — improving consistency across dashboards, insights, and planning tools

### **Aegean AI** New York

2020 — 2021

#### **UX Designer**

Led design for Back2Classroom, an AI app for attendance and access — shaping how users interact with AI-generated insights to support campus decision-making.

- Created dashboards, alerts, and reporting flows that translated AI-generated outputs into actionable insights for students, instructors, and administrators
- Defined interaction patterns for monitoring and alert systems — enabling users to review, interpret, and act on system-generated signals
- Designed the Back2Classroom application supporting features for campus safety during COVID-19, space monitoring, and occupancy awareness
- Worked with product and engineering to define how perception data and system feedback should be surfaced in the interface
- Conducted usability testing to improve clarity, reduce confusion, and support faster decision-making in high-signal environments

### **Peekage** Toronto, ON

2019 — 2020

#### **UX Designer**

Created a consumer engagement platform used by brands and end users.

- Improved dashboard navigation and campaign setup flows
- Ran user testing and behavioral analysis
- Designed onboarding and campaign management experiences
- Worked in Agile environment with product and engineering

### **Mehrabane — Fintech Crowdfunding Platform** Tehran, Iran

2015 — 2019

#### **Co-Founder · UI/UX Designer**

Co-founded and built a crowdfunding platform from concept to launch — supporting 500+ campaigns and raising over \$65M through online payments and donation flows.

- Defined the product from 0→1 — designing campaign creation, payment, and dashboard experiences for donors and organizers
- Designed payment and transaction flows, improving clarity and trust during online donations
- Built admin and management tools to support campaign review, monitoring, and platform operations
- Worked closely with developers to deliver scalable features as the platform grew
- Led UX, product design, and visual direction across the platform

**Kaspersky Lab** Dubai, UAE

2011 — 2015

### **Visual / Web Designer**

Established web and marketing experiences for global cybersecurity products — creating landing pages, UI assets, and campaign materials in collaboration with product and marketing teams.

- Designed web pages, UI layouts, and marketing assets for product launches and campaigns
- Worked with international teams to maintain visual consistency across digital products

## **EDUCATION & COURSES**

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**Interaction Design Foundation (IxDF)** Toronto, Canada

2020 — 2025

AI Experience Design · Agentic AI · Service Design · Accessibility · UX Design

**Bahar Business School** Tehran, Iran

2014 — 2016

MBA studies, Marketing

**Vijeh School of Communication** Tehran, Iran

2010 — 2011

Marketing Communication & Advertising

**Vijeh School of Communication** Tehran, Iran

2008 — 2010

Graphic Design Program (Visual Communications)

## **SKILLS**

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**Design Strategy & Research:** UX Research · Service Design · Usability Testing · Design Thinking · Service Blueprinting · User Interviews · Journey Mapping

**AI & Automation:** AI-Assisted Workflows · Human-in-the-loop (HITL) Design · Automation Design · AI Experience Design · Agentic AI

**Design Systems & Accessibility:** Design Systems · Component Libraries · Accessibility (WCAG) · Inclusive Design · UI Patterns

**Leadership & Collaboration:** Mentoring · Leadership · Stakeholder Facilitation · Cross-functional Collaboration

**Enterprise & Workflow Platforms:** Enterprise SaaS · Enterprise Applications · Workflow Design · Internal Tools · Multirole Systems · Complex User Flows · Platform Design

**Tools:** Figma · Miro / FigJam · Jira · Confluence · Sketch · Adobe Creative Cloud · Microsoft Dynamics 365