

Bardia Doust

bardiad@gmail.com | www.thatguybardia.ca | 416.417.3268 | LinkedIn: [/in/bardiadoust](https://www.linkedin.com/in/bardiadoust)

UX DESIGN LEADER | SYSTEMS THINKER | STRATEGIC COLLABORATOR

Empathetic, impact-driven UX leader with 10+ years of experience designing and scaling digital experiences in fintech, SaaS, and nonprofit sectors. Skilled at aligning UX strategy with business goals, leading cross-functional teams, and delivering measurable outcomes. Brings a systems-thinking mindset to complex challenges in SEO, personalization, acquisition, and design operations.

CORE STRENGTHS

- UX Strategy & Vision
 - Cross-functional Collaboration
 - Design Systems & Ops
 - SEO & Content Strategy
 - Front-end development
 - Team Building & Mentorship
 - Accessible design (WCAG 2.1 & AODA)
 - Agile Product Development
 - Executive Stakeholder Alignment
-

EXPERIENCE

Questrade Financial Group

UX Manager, Website Experience

Mar 2024 – May 2025

- Managed a team of 5 UX/UI designers across multiple web properties (Investing, Mortgage, Insurance).
- Supported the growth and career aspirations of my team through weekly lunch-and-learns, personalized career plans and co-working sessions meant to guide them and set them up for success
- Worked closely with project stakeholders to gather requirements, develop user stories and led design-focused PI and sprint planning with my team
- Implemented a scalable content strategy leveraging AIDA framework across key marketing pages, resulting in:
 - **+34% avg. scroll depth, +38s avg. time on page, and +11.7% avg. increase in lead to prospect conversion.**
- Introduced Tailwind CSS-based utility-first design system, **reducing design/dev time by 50%** and increasing dev team satisfaction.
- Worked across tools including Figma, Tokens Studio, FigJam, AEM, GA4, Contentsquare, UserTesting.com, and Adobe Creative Suite to support scalable design, research, experimentation, and project management
- Created north-star personalization strategy and secured cross-org buy-in; early experiments drove increases in engagement (**+0.96 avg. pages per session**) and conversion (**+1.1% increase in prospect conversion**).
- Led Questrade Plus launch on questrade.com: highest performing marketing page to date (**93% engagement rate, ~1500 subscriptions in 1st week**).

Lead Product Designer, Website Experience

Mar 2023 – Mar 2024

- Promoted to lead web experience strategy for Questrade.com and QuestMortgage.com.
- Managed 2 UX designers and hired a 3rd for the planned QuestInsurance.com launch.
- Led end-to-end SEO and UX initiative for new asset/account landing pages resulting in: **+7M sessions, +\$5.7M in revenue** (over 12 months), **25,573 new prospects** in 6 months.
 - Our TFSA landing page ranked on the Google's first page, after only 2 week
- Defined and implemented a team-wide design process, **increasing velocity by 32% YoY**.
- Supported new business launch planning (QuestInsurance) including IA, segmentation, and localization strategy.

Senior UX/UI Designer, Marketing

Feb 2022– May 2023

- Owned UX and UI for Questrade.com, collaborating across marketing, engineering, and product teams.
- Launched content strategy for the Questrade Learning Centre, **increasing organic traffic by 41%** in 3 months.
- Advocated for and initiated development of a dedicated marketing design system to ensure consistent high quality experiences were created for Questrade.com.
- Led careers site redesign using MVP design system components:
 - **+58% time on page, +64% applicant conversions** in 6 months.
- Ensured WCAG 2.1 AA accessibility across all marketing pages.

Chartered Professional Accountants of Canada (CPA Canada)

UX Designer, Platforms

2019 – 2021

- Led UX efforts for digital optimization of the CPA Canada site for 200K+ members.
- Created wireframes, user flows and finalized design mockups for the CPA Canada website, the CPA Canada e-commerce store and CPA Canada's digital news hub
- Created and implemented an enterprise design system and production pipeline for HTML emails, **reducing turnaround time by 80%**.
- Designed and developed the "Member News" HTML email, achieving a **78% open rate**, with over 60% of members considering themselves "active readers" of each issue.
- Collaborated with the Digital News team to improve article page information architecture, wayfinding, and content layout.
- Created Photoshop image asset templates for recurring article types (e.g., book reviews, expert interviews) to ensure visual consistency.
- Designed original editorial illustrations for high-priority articles, including a series on the B.C. Cullen Commission and Canada's anti-money laundering efforts.

Alaia Technologies / JumpTools

Lead Product Designer & Front-End Developer

2015– 2019

- Led product design for SaaS tools (CRM, site builder, marketing platform) used by 2000+ realtors.
- Designed and shipped the MyBook CRM (mobile + desktop) and Smart Studio platforms for Royal LePage agents.
- Served as lead front-end developer for royallepage.ca, enhancing UX and improving performance across platforms.
- Contributed to award-winning campaigns; *Your Perfect Life* earned Gold at the CMA Awards.
 - **Drove 10,000+ unique visits in the first week** of launch.
 - **Increased brand awareness by 5%** for Royal LePage.

Coffeshop Creative

Co-Founder & Web Design Lead

2014– 2015

- Co-founded and helped establish the web design arm of a boutique creative studio.
- Worked directly with early clients to define strategy, design direction, and full-stack execution.
- Delivered custom websites from wireframes to code deployment for clients including performing artists and small businesses.
- Helped lay the foundation for what would later grow into a multi-disciplinary creative agency.

EDUCATION & TEACHING

Bachelor of Design, Graphic Design

OCAD University

2015

UX Instructor

BrainStation Toronto

2022-2023

- Taught IA, accessibility, visual design, usability and research methods in a 10-week UX certification program.
- Held weekly labs, portfolio reviews, and mentorship sessions for a class of 30 students
- Provided personalized feedback and guidance for students capstone projects and to support their career transition into UX

TECHNICAL SKILLS

Figma, Mural, Maze, UserTesting.com, Photoshop, Illustrator, InDesign, AfterEffects, HTML, CSS, Tailwind, JavaScript, Nunjucks, a11y, VSCode, SublimeText, WordPress, GA4, Adobe Journey Optimizer, Adobe Experience Manager, Salesforce, ContentSquare, Jira, Confluence, Git, SVN
