

Negin Mahmoodi

PRINCIPAL PRODUCT DESIGNER

Principal Product Designer with 15+ years of experience architecting high-scale ecosystems aligning complex business strategy with human-centric design. A pioneer in AI-driven methodology, I lead with autonomy to resolve systemic trade-offs, identify high-value opportunities, and codify design standards that elevate organizational quality. An influential strategist and storyteller, I translate ambiguity into compelling narratives that align executive stakeholders and drive measurable gains in product performance and key results.

WORK EXPERIENCE

Principal Product Designer / Meta

AUG 2021 - PRESENT

- Oversaw a multi-year Meta Developer Platform design overhaul within Agile/Scrum delivery cycle collaborated with development leads. Re-architecting API management, compliance and framework flexibility; exceeded targets by 65%.
- Led zero-to-one design strategy for Threads APIs, partnering directly with eng leads to inform API design and shape task flows and prototypes for the first wave of third-party integrations.
- Neutralized multi-million dollar regulatory risks by spearheading the UX resolution for high-stakes Youth Account compliance, unblocking 40% of restricted accounts globally.
- Catalyzed internal AI adoption by pioneering a self-review assistant. Drove a significant lift in productivity; scaled the initiative into Meta's centralized performance management suite.

Service Design Manager / Ernst & Young

FEB 2021 - AUG 2021

- Orchestrated the end-to-end service transformation of a legacy HR ecosystem for a Global mining firm, reducing administrative overhead by 35% and consolidating 12 disparate legacy tools into a unified, mobile-first employee portal.
- Architected complex end-to-end workflows for 15K+ frontline field and office workers; conducted customer research and design-thinking exercises to align cross-functional stakeholders on scalable service blueprints, yielding \$1.8M in annual savings

Senior UX Designer / Best Buy Canada

NOV 2018 - FEB 2021

- Optimized the post-purchase funnel, driving a 16% lift in account creation and significantly strengthening long-term user retention through a strategic Account redesign.
- Conceptualized the "Save-4-Later" feature, successfully reducing cart abandonment and increasing Revenue Per Visitor (RPV) by 47%.
- Engineered an operational model that generated \$7.7M in incremental revenue by maximizing cross-functional team velocity.
- Established org-wide experience quality standards and SUPR-Q benchmarking across mobile, tablet, and web surfaces; created conceptual diagrams, task flows, and prototypes to elevate product execution across Scrum teams.

UX Designer / SAP Canada

SEP 2014 - NOV 2018

- Steered the UX strategy for a flagship e-commerce communities platform, delivering 200+ features across 16 quarterly releases from initial concept to global launch.
- Consulted for marquee clients to architect custom service blueprints and journey maps, enabling seamless brand personalization within the SAP Jam Communities ecosystem.



mahmoodi.negin@gmail.com
+1 604.788.7121
/in/neginmahmoodi

SKILLS

Design Strategy & Leadership

- Strong business acumen
- Operationalizing AI (Vibe Coding)
- Product strategy & vision
- Stakeholder management
- Mentorship & coaching
- Facilitation & storytelling
- Cross-functional partnership
- Market & competitive analysis

Craft & Execution

- AI-native design craft
- Systems thinking
- Holistic UX/UI design
- Qualitative & quantitative research methods
- Information architecture & flows
- Accessibility standards & compliance
- Design process optimization
- Rapid functional prototyping
- Conceptual diagrams, wireframes, storyboards

TOOLS

- Figma, Figma Make, FigJam
- AI: Cursor, Manus, VSCode, Claude code
- Miro, Mural
- Adobe suite. Google suite

EDUCATION & AWARDS

Masters of Digital Media

UBC & SFU

Graduated 2nd best student of cohort

B.Sc. Computer Engineering

MCMASTER UNIVERSITY

Won 1st place in capstone project

UX Master Certification

NIELSON NORMAN GROUP