

Lili Mirba, Senior Product Designer

AI Product Design & UX Strategy | SaaS Workflow Automation | Data-Driven & AI Feature Design

Senior Product Designer with 7+ years of experience designing AI-assisted SaaS products across healthcare, insurance, and fintech, with a strong foundation in product strategy, UX design, UX research, design systems, and workflow automation for complex, regulated environments. Experienced across the full design lifecycle — from problem framing, JTBD research, systems-level product thinking, and roadmap shaping to research synthesis, interaction design, component architecture, design-system governance, and engineering-ready handoff. Known for translating ambiguous business, clinical, and technical requirements into scalable product experiences that improve usability, accessibility, operational efficiency, and product adoption.

Brings a product-minded design approach with strong product management fluency, including requirements definition, acceptance criteria, design KPIs, prioritization support, and cross-functional alignment with Product, Engineering, clinical teams, and stakeholders. Uses AI tools including Cursor, Claude Code, v0, n8n, Figma Make, and GPTs to accelerate research synthesis, design QA, AI-assisted prototyping, workflow automation, and rapid product exploration.

Experience

Senior Product Designer, Pulse Inframe

London, ON · January 2025 – Present

- Lead end-to-end **B2B2C product design** for patient portal onboarding and navigation across patient and caregiver experiences; research-led iteration drove a 25% increase in returning users and a 20% reduction in caregiver onboarding drop-off across a 90-day post-launch cohort.
- Architected an **AI-enabled product experience** for symptom-survey configuration, using dynamic question ordering, conditional branching, and clinician-facing interaction patterns; reduced survey build time by 10%, lowered setup errors, and reduced post-launch engineering rework.
- Act as design-side product partner across two feature streams, applying **product thinking, problem framing, and systems-level thinking** to define requirements, acceptance criteria, interaction patterns, and delivery trade-offs; reduced engineering revision cycles by approximately 30%.
- Facilitate cross-functional discovery with Product, Engineering, and clinicians through **JTBD research, customer experience mapping, workflow analysis, and prioritization workshops**; influenced roadmap priorities and supported regulatory readiness.
- Build and govern a modular Figma design system, including tokens, **component architecture, pattern architecture**, responsive patterns, and documentation, improving UI consistency and reducing handoff effort across squads.
- Plan and execute mixed-methods research—including interviews, moderated and unmoderated usability testing, and UAT—using Figma and AI-assisted synthesis; translate findings into a prioritized backlog with acceptance criteria, **design KPIs**, and implementation-ready recommendations.
- Conduct WCAG accessibility and heuristic audits and partner with Engineering on **developer handoff** and design QA for patient- and clinician-facing workflows; improved accessibility, usability, and implementation quality in regulated healthcare experiences.

Senior Product Designer, Marsh McLennan

Toronto, ON · October 2023 – December 2024

- Designed an **AI-powered enterprise product workflow** that transformed broker quote inputs into structured, decision-ready market summaries, improving data continuity across the quote lifecycle.
- Modernized the enterprise design system and governance model through **component architecture, pattern consolidation, and design system operations**, improving UI consistency by 40% and reducing redundant components by 22%.
- Led hypothesis-driven discovery cycles from problem framing, test planning, and AI-assisted prototyping to insight synthesis and roadmap recommendations, shortening design feedback loops by 15%.
- Partnered with Product Managers to define backlog criteria, design QA standards, **developer handoff protocols**, and release-readiness expectations, improving product quality and cross-functional alignment.

Senior Product Designer, RBC Insurance

Toronto, ON · September 2022 – October 2023

- Delivered platform-wide **data-informed UX improvements** tied to strategic OKRs, increasing customer satisfaction by 25% and engagement by 22% while meeting enterprise security and compliance requirements.
- Led A/B testing, usability studies, customer interviews, and tree-testing to identify friction points, validate concepts, and support **data-driven product decisions** for prioritized feature development.

- Championed accessibility-first design aligned with **WCAG 2.1 standards and inclusive design principles**, improving reusable patterns and reducing friction for underserved personas.
- Facilitated design sprints and stakeholder workshops with Product, Engineering, and Operations, aligning scope, delivery trade-offs, and **agile design processes** to reduce rework risk for upcoming releases.
- Scaled the design system by introducing reusable **interaction patterns and component libraries** while retiring legacy variants, improving UI delivery speed and reducing maintenance overhead.

Product Consultant (Part-time, Remote), WITT

Ottawa, ON · August 2021 – December 2024

- Scoped **AI-augmented and VR product concepts** through stakeholder testing, technical feasibility reviews, constraint documentation, and MVP prioritization.
- Developed **AI-enhanced user flows** for a workflow automation SaaS product, applying human-centered AI principles to reduce cognitive load at key decision points; contributed to an 18% increase in feature adoption within 60 days post-launch.
- Facilitated discovery workshops to define MVP scope, prioritize requirements, align milestones, and establish **success metrics** across distributed teams.
- Mentored junior designers across distributed teams, establishing critique rituals, research-led design practices, and stronger **design decision-making culture**

UX UI Teaching Assistant, UXLand School

Seattle, US · September – December 2021

- Mentored 20+ students; co-authored course materials that raised portfolio quality and student satisfaction.

Private Business Owner, LILIRAYEPIC

Montréal, QC · March 2021 – April 2023

- Designed and launched 3 client digital platforms end-to-end — handling UX research, product strategy, and production-ready UI

UX Designer, ERA Environnemental

Montréal, QC · October 2018 – January 2021

- Redesigned internal dashboards and compliance tools for scientific teams; conducted user research and shipped validated UI improvements.

Education

UX and UI Design | Nexa-Land Online School

AR and VR in Age of AI | Coursera & LinkedIn

Agile for UX | Interaction Design Foundation

AI in UX | Interaction Design Foundation

AR and VR in UX Design | Interaction Design Foundation

BSc, Computer Science | Azad University, Tehran

AEC, Computer Science | John Abbott College, Montreal

Skills

AI & Automation: AI Product Design, AI-enabled product experience design, agentic interface design, AI-assisted prototyping, generative AI tools, Cursor, Claude Code, v0, n8n, Figma Make, GPTs, design-to-code tooling, workflow automation

Product Design & UX Strategy: Product thinking, UX strategy, problem framing, JTBD, systems-level thinking, full design lifecycle, SaaS product design, enterprise product design, service design, customer experience mapping, PRDs, requirements definition, acceptance criteria, agile design processes, stakeholder facilitation, workshop facilitation, developer handoff, design QA

Research & Validation: User research, research methods, user interviews, moderated/unmoderated usability testing, UAT, A/B testing, surveys, card sorting, tree testing, diary studies, focus groups, quantitative data analysis, data-informed decision making

Design Systems & UI Craft: Component architecture, pattern architecture, component libraries, UI components design, responsive UI, interaction patterns, content hierarchy, high-fidelity design, wireframing, design system operations, brand and design guidelines, accessibility standards and principles, inclusive design principles