



Ramy Massarani

Senior UX designer – Product Strategy & Delivery

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Results-oriented professional with experience designing complex, user-centered digital products across public sector, financial services, legal, and commercial environments. Proven skills in translating intricate business rules, regulatory constraints, and stakeholder requirements into intuitive, accessible, and scalable user experiences. Strong background in information architecture, interaction design, accessibility compliance, and design systems, with hands-on experience delivering web applications, progressive web apps, and enterprise platforms. Equally effective in product ownership-adjacent responsibilities, including requirement clarification, backlog refinement support, prioritization guidance, stakeholder alignment, and cross-functional collaboration. Known for bridging the gap between user needs, business objectives, and technical feasibility while maintaining high standards for usability, accessibility, and visual consistency. Possess a strategic mindset shaped by years of independent consulting and project leadership, with end-to-end ownership of UX initiatives from discovery and research through prototyping, validation, and delivery. Trusted contributor on multidisciplinary teams, proficient in driving clarity in ambiguous environments, supporting product decision-making, and delivering digital experiences that are both user-focused and operationally sound.

Core Competencies

- Government Digital Standards
- User Experience (UX) Design
- User-Centered Design (UCD)
- Information Architecture
- Human-Centered Design
- Responsive / Adaptive Design
- User Journey Mapping
- Inclusive Design
- Usability Testing
- UX Writing Collaboration
- Visual Design Systems
- Typography / Color Theory
- Design Consistency / Scalability
- Backlog Refinement Support
- UX-Development Alignment
- Acceptance Criteria Collaboration
- Business Rule Translation
- Stakeholder Presentations

Work Experience

Ministry of Finance of Quebec

USER EXPERIENCE DESIGNER, CONTRACTOR (2025 – PRESENT)

- Establish standardized UX design systems and documents by auditing existing web pages and applications, improving consistency and usability across multiple government platforms.
- Define and maintain reusable design assets, patterns, and guidelines aligned with government graphic standards to support scalable, compliant product development.
- Integrate accessibility best practices (WCAG) throughout the design lifecycle to ensure inclusive digital services for users with disabilities.
- Translate complex administrative forms and regulatory requirements into user-centered interfaces optimized for task efficiency and clarity.
- Facilitate cross-functional collaboration with product owners, business analysts, developers, and editorial teams to align user needs, business rules, and technical constraints.
- Refine solutions through low- and high-fidelity prototyping and usability testing to validate design decisions before development handoff.

Ministry of Justice of Quebec

WEB USABILITY SPECIALIST, CONTRACTOR (2021 – 2023)

- Analyzed court registry administrative processes to identify usability gaps and opportunities for digitizing judicial procedures.
- Reframed traditional justice workflows into digital-first service models aligned with legal constraints to improve user comprehension.
- Architected end-to-end user journeys and task flows for judicial services by aligning citizen, professional, and internal user needs.
- Produced detailed wireframes to communicate service functionality, interaction logic, and information hierarchy with multidisciplinary teams.
- Synthesized complex legal and operational requirements into clear, actionable UX artifacts for developers and product owners.
- Developed interactive prototypes to demonstrate proposed digital services that enabled early validation with judiciary stakeholders.

- Validated accessibility compliance with government graphic standards across delivered interfaces before implementation.
- Collected interactive prototypes to simulate real-world usage scenarios and support validation with judiciary representatives.

Conversio Marketing

PROJECT MANAGER / UX & UI DESIGNER, FREELANCE (2019 – 2026)

- Direct end-to-end digital projects by defining scope, objectives, and success criteria in collaboration with clients and stakeholders.
- Plan and allocate project resources efficiently, balancing UX, design, and delivery constraints to meet business goals.
- Control project budgets and monitored costs throughout execution to ensure financial alignment with approved scope.
- Structure and maintain detailed project schedules and work plans to enable predictable delivery milestones.
- Communicate strategic updates, progress reports, and design rationale to clients and partners on a recurring basis.
- Execute UX, UI, and project management best practices to ensure high-quality outcomes across web and marketing initiatives.
- Evaluate project performance post-delivery to identify process improvements and optimize future engagements.

Independent Contractor

GRAPHIC & WEB DESIGNER / ONLINE MARKETING STRATEGIST, FREELANCE (2012 – present)

- Analyze workload demands and capability requirements to allocate tools and external resources efficiently across concurrent initiatives.
- Scope and plan multidisciplinary projects encompassing UX design, web design, graphic production, and digital marketing.
- Forecast and manage budgets, timelines, and resources to ensure sustainable and profitable project execution.
- Design user-focused digital experiences by aligning visual design, information architecture, and marketing objectives.
- Oversee supplier and production workflows to ensure quality standards and meet delivery expectations.
- Implement industry standards and UX best practices to enhance usability, brand consistency, and conversion outcomes.
- Assess project outcomes and operational processes to continuously improve service quality and client loyalty.
- Examine completed projects to identify operational improvements and refine future delivery practices.

Academic Qualifications & Certifications

Concordia University

Bachelor's in Digital Media

Ahuntsic College

Specialisation in Multimedia Certificate

Ahuntsic College

Graphic Design Degree

IxDF Certification in Design Thinking | IxDF - Interaction Design Foundation (In Progress)

Certified Scrum Product Owner (CSPO®) | Scrum Alliance

Projects

UX/UI Designer (Corporate Website) | *Canlak Coatings* (2024 – 2025): Architected a unified information architecture that enabled six distinct brand experiences to coexist seamlessly within a single domain. Rationalized navigation structures to improve findability, reduce cognitive load, and support intuitive cross-brand exploration. Led quality assurance efforts by validating usability, content accuracy, and functional consistency before launch. Facilitated recurring stakeholder sessions to review progress metrics, resolve dependencies, and align priorities across disciplines.

UX/UI Designer & Project Manager (Web Application) | *Feaster.ca* (2023): Identified and characterized primary user types and personas to guide interface decisions and optimize user engagement. Designed end-to-end customer journeys to visualize task flows, uncover friction points, and support an intuitive application experience. Developed detailed wireframes to communicate structure, interactions, and content hierarchy to the development team. Created a comprehensive graphic charter to define visual style, typography, color schemes, and brand elements for consistent application across all screens.

UX/UI Designer (Progressive Web Application) | *FIX4 Capital* (2022): Structured user journey diagrams for multiple customer profiles to clarify workflows, decision points, and system interactions. Conceived and designed core application interfaces supporting credit application, approval, and loan management functionality. Explored visual and artistic directions to define a refreshed brand identity aligned with product goals and target users. Crafted custom graphic elements and UI components consistent with the defined visual language.

Web Designer & Project Manager | *SushiShop.com (2018 – 2019)*: Translated a client-provided homepage concept into a complete, multi-page website experience aligned with brand and functional requirements. Designed all site interfaces to support geolocation, rewards programs, menu exploration, and online ordering functionality. Implemented the website using WordPress, configuring templates and components to support scalable content management. Maintained delivery continuity despite frequent team changes by documenting progress, reinforcing priorities, and re-aligning contributors as needed.

Technical Proficiencies

Web: WordPress, Shopify, Duda, HTML & CSS

Design & Prototyping: Adobe XD, Illustrator, Photoshop, InDesign, Figma, Axure

Marketing Tools: Mailchimp, Unbounce, Instapage

Spoken & Written

English, French and Slovak

References

Available upon request