Ellie Farahani

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Career Summary

Lead experience Designer with 10+ years' experience delivering user-focused, scalable solutions in banking, insurance, and tech. Expert in mobile-first design, accessibility, and leading cross-functional teams to drive business results. Passionate about inclusive design and aligning user needs with strategy.

Experience

Lead Experience Designer | TD Bank | Toronto-Ontario (Apr 2021 - Present)

TD Insurance Mobile App
Led the design and launch of a unified usage-based insurance (UBI) experience within the TD Insurance mobile app, including full redesigns of home and auto claims, real-time tracking, and in-app payments with Apple Pay. Migrated the app to TD's enterprise design system, modernized navigation, and improved usability for over 3 million users—resulting in an LEI score of 55.1, exceeding the target of 55.08.

TD Insurance Web
Enhanced the user experience for policy changes, billing, and payments on the TD Insurance web platform, improving clarity and efficiency. Ensured a consistent experience with the TD Insurance app by aligning design patterns and interactions across platforms. Collaborated with cross-functional teams to meet enterprise design system and AODA accessibility standards—resulting in an LEI score of 50.1, surpassing the target of 50.

US Business Loan Application
Reimagined the business loan application experience by enabling multiple loan types and higher borrowing limits within a single, streamlined flow. Improved product clarity and reduced friction through continuous testing and user validation.

Canadian Commercial Business Banking
Modernized money movement and account activity workflows to support TD's future-state commercial banking vision. Enhanced security by redesigning user authorization to reduce fraud risk, and streamlined onboarding for new business clients and employees. Delivered a consistent experience across platforms, supporting over 1 million commercial customers and exceeding the LEI target with a score of 70.62.

Responsibilities

- **Led multiple cross-functional pods of UX, UI, and content designers across mobile and web platforms**, aligning product vision with delivery in a scaled Agile environment. Provided design leadership across key journeys, ensuring consistency, accessibility (WCAG 2.0 AA), and craft excellence.
- **Partnered with business, product, and technology stakeholders** to shape strategy, co-create roadmaps, and align delivery with business OKRs. Facilitated workshops, playback sessions, and reviews to prioritize user needs, validate design hypotheses, and uncover experience gaps.
- **Fostered a test-and-learn culture**, guiding teams to formulate and validate design hypotheses through iterative MVP releases that aligned with both user needs and business outcomes.
- **Mentored and coached designers** through regular 1:1s, feedback cycles, and team rituals—delegating responsibilities, supporting growth, and maintaining high performance across pods.
- **Advocated for UX at the leadership level**, representing the design practice in senior conversations and playing a key role in sourcing, onboarding, and developing top design talent.

Entrepreneur In Residence | iBoost Canada | Toronto-Ontario (Jan 2021 – Jan2022)
Mentored student teams in design thinking to develop business concepts, validate proofs of concept, and pitch to investors with a focus on user value.

Senior Product Designer | Ministry of Labour & Transportation|Toronto-Ontario (Mar 2018 – Apr 2021)

Highway Corridor Management System HCMS (Sep 2020- Apr 2021)
Designed digital portals for both employees and the public to streamline the permit application process for highway corridor work, enabling faster and more efficient online submissions for contractors, municipalities, utility companies, and conservation authorities.

Employee Work Reservation System EWRS (Nov 2020- Apr 2021)
Developed a flexible workspace booking tool as part of COVID-19 recovery efforts, enabling employees to reserve shared desks near their homes. This solution supported hybrid work models, reduced strain on the transit system, and helped minimize the real estate footprint without compromising employee productivity.

MLTSD 360 (Mar 2018- Aug 2020)
Launched a digital self-audit tool that replaced over 2,300 manual ESA paper audits, cutting compliance resolution time from 12 months to 60 days and boosting employer and employee satisfaction by 85%. Designed a self-check tool to educate Ontarians on their rights under the ESA and modernized internal case management, claim tracking, and reporting tools. Delivered a comprehensive suite—including the ESA claim submission portal, executive dashboard, and BSA admin panel—streamlining operations across Ontario districts.

UX/UI Designer | Jonas Club Software | Markham-Ontario (May 2017- Feb 2018)
Designed responsive web widgets and prototyped daily A/B tests using a drag-and-drop interface to enhance customer experience. Conducted research to define business and user requirements and developed detailed design specifications. Planned information architectures to improve website usability and structure.

UX/UI Designer — Frontend Web Developer | Three Point Turn Inc. | Toronto-Ontario (Sep 2015-May 2017)
Delivered UI/UX design and front-end code for 15+ client platforms, creating wireframes, graphics, and prototypes tailored to client needs.

UI Design / Developer | Orcasense Inc. | San Francisco-California (Nov 2014- Sep 2015)
Designed and developed Orcansense's consumer facing marketing website. Orcasense is a tech startup developing a smart sensing product and platform.

UX/UI Designer—Frontend Web Developer | Bartar Media Group | Tehran-Iran (Sep 2013-Mar 2015)

UI Designer & Developer | Red Planet Technologies Inc. | Edmonton-Alberta (Feb 2012-Jun 2013)

Lead Designer | Safe Gas Energy Engineering Co. | Tehran-Iran (Dec 2007-Aug 2012)

Education

· Master of Engineering Innovation & Entrepreneurship**-Toronto Metropolitan University | Toronto 2022**
· User Experience Design**-George Brown College Continuing Education | Toronto 2017**
· Front-End Web Development**-Bitmaker General Assembly, Bootcamp | Toronto 2015**
· Graphic Design**-University Of Applied Science And Technology | Iran 2014**
· Bachelor of Architecture**-University Of Applied Science And Technology | Iran 2012**
· Bachelor of Statistics**-University Of Science And Culture | Iran 2008**

Certificate

AI x Design Thinking, Human Centered Service Design, Storytelling for Influence,Human Centered System Thinking | **IDEO U**

Awards

Norman Esch Award 1 |**Toronto Metropolitan University (May 2021)**

Awarded for engineering innovation and entrepreneurship focused on impactful technology solutions for the Canadian economy.

Skills & Abilities

Design Strategy & Execution
User Experience (UX) Design, User Interface (UI) Design, User Experience (UX) Research, Content Strategy Development, Product Services & End-to-End Journey Design, Product Development Methodology, Design Thinking & Hypothesis-Driven Design.

Business & Delivery
Strategic Decision-Making, Agile, Scrum & Lean UX, MVP & Iterative Product Delivery, Metrics-Driven Optimization (e.g., LEI).

Design Software
Figma, Sketch, Adobe Creative Suite, Axure.

Web Development
HTML5, CSS3.