

## **Suroor Zehra**

### **Senior Interaction Designer**

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## **Summary**

Senior interaction designer with 7+ years of experience crafting user-centered, accessible digital experiences across fintech and SaaS. Skilled in leading UX strategy, conducting qualitative and quantitative research, and driving collaboration across product and engineering to deliver innovative solutions.

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## **Education**

### **Master of Information**

*University of Toronto, Toronto, ON — Graduated: June 2020*

### **Bachelor of Interaction Design**

*Sheridan College, Oakville, ON — Graduated: June 2017*

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## **Professional Experience**

### **Senior Interaction Designer**

**RBC**, Toronto | *June 2022 – Present*

Led end-to-end UX strategy and design for online banking experiences within an agile squad, improving customer engagement, accessibility, and self-service capabilities.

- Defined UX strategy for core banking features, aligning design goals with business objectives and user needs.
- Led the redesign of the "Help Centre" (formerly Customer Service page), increasing user engagement by streamlining navigation and content findability.
- Spearheaded the rollout of asynchronous chat for RBC and HSBC clients, improving service responsiveness and reducing the advice center call load.

- Designed an AI-powered conversational interface for tasks like mortgage renewal, enabling self-service and enhancing user autonomy.
- Conducted mixed-method user research, including usability testing, interviews, and analytics reviews, to drive iterative design improvements.
- Facilitated collaborative North Star and journey mapping workshops to align stakeholders around user goals and future-state experiences.
- Delivered accessible designs compliant with WCAG guidelines, ensuring inclusive experiences across diverse user groups.
- Created detailed wireframes, interactive prototypes, and annotated specs in Figma, and maintained documentation in Confluence for development handoff.

### **UX/UI Designer**

**TealBook**, Toronto | *March 2021 – June 2022*

Delivered intuitive interfaces for a B2B data intelligence platform; focused on supplier visibility and ESG integration.

- Designed integration between TealBook and EcoVadis, visualizing sustainability performance in supplier networks.
- Developed user personas and tutorials to improve feature discoverability and onboarding.
- Conducted user research and usability testing to inform design improvements across core workflows.
- Recorded video tutorials and walkthroughs to support onboarding, reduce support requests, and improve product training effectiveness.
- Facilitated cross-team brainstorming and alignment workshops to clarify user goals and requirements.
- Won internal Hackathon for innovative feature enhancement proposal.

### **UX/UI Designer**

**Insured Connect**, Toronto | *October 2017 – March 2021*

Redesigned a multi-layered insurance platform, streamlining digital engagement and automating communication.

- Led the design of an onboarding experience for insurance advisors, simplifying setup, profile creation, and training access—reducing support dependency.
- Built user personas, brand identity, and a comprehensive design system from scratch.
- Designed and delivered three major iterations of the platform, improving usability and visual consistency.
- Led stakeholder interviews and synthesized insights into actionable design plans.
- Participated in client demos and incorporated feedback to optimize user journeys.

### **Interaction Design Intern**

**PowerPlan**, Toronto | *May 2016 – August 2016*

- Conducted usability testing and synthesized feedback to enhance product experience.
  - Created journey maps and personas in collaboration with product/design teams.
  - Redesigned asset navigation flows to improve information findability.
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### **Skills**

**UX & Design:** Prototyping, Wireframing, Usability Testing, User Research, Workshop Facilitation, Information Architecture, Visual Narrative, Data Visualization, High-fidelity UI design, Visual systems, Responsive layouts

**Collaboration:** Design Thinking, Agile Workflow, Cross-functional Facilitation

**Tools:** Figma, Sketch, Adobe CC (Illustrator, Photoshop, Indesign), Mural, Jira, Confluence, UserTesting, Optimal Workshop, HTML/CSS

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### **Achievements**

🏆 *Top 10 Documentary*, Asia Foundation (out of 200+ entries)

🏆 *Hackathon Winner*, TealBook

🏆 *Star of the Month*, RBC