

Suroor Zehra

Senior Interaction Designer

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Summary

Creative and empathetic interaction designer with 7+ years of experience delivering impactful digital experiences across fintech, SaaS, and insurance sectors. Expert in user research, wireframing, prototyping, and cross-functional collaboration. Adept at leading end-to-end design projects, leveraging design thinking to solve complex problems and elevate user satisfaction.

Education

Master of Information

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

Bachelor of Interaction Design

Sheridan College, Oakville, ON — Graduated: June 2017

Professional Experience

Senior Interaction Designer

RBC, Toronto | *June 2022 – June 2024*

Lead designer on an agile squad delivering enhanced online banking experiences. Spearheaded cross-functional design initiatives and guided strategic design decisions.

- Redesigned the "Help Centre" (formerly Customer Service page), increasing user engagement within 3 months post-launch.
- Led the design and rollout of asynchronous chat for RBC and HSBC clients, improving client service responsiveness.

- Conceptualized and designed a conversational AI interface to streamline self-serve actions (e.g., mortgage renewal), enhancing user autonomy.
- Conducted workshops (e.g., North Star, Journey Mapping) and usability tests to drive collaborative ideation and design validation.
- Created detailed documentation, functional prototypes, and design artifacts in Figma and Confluence.

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.
- 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.

- 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

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

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

Achievements

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

🏆 *Hackathon Winner*, TealBook

🏆 *Star of the Month*, RBC

References

Available upon request