Mobina Tooranisama

Junior Product Designer • Designs the screens, then builds them

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PROFILE

I work out who a thing is for and where it gets in their way, design the screens, and then build them, so I know what a design costs to make. A Computer Science degree and shipped products mean I can talk to engineers in their terms and test my own ideas in code. I build with AI tools and keep the decisions mine.

SELECTED CASE STUDIES

Product Designer (Independent), self-initiated, Apr 2026 - Present. Full write-ups at mobinatoorani.xyz/work

CityRoots Live web app — 2026

Free things to do across the GTA and Waterloo Region. Nobody pays for placement.

- Framed the problem as **trust**: a directory is only useful if you can believe its order, so ranking can't read payment, tier or partner data, and a **test fails if it ever does**.
- Used **desk research** to set priorities: cost is the first fact on every card, Meet people is a top-level category, and every filter, place and plan has a link you can share.
- Designed the interactions: filters as small menus whose options are real links, a **preview panel** so people keep their place in the list, and saving without an account.
- Ran a **friction pass** at 390px and 1280px and fixed what it found, on design tokens and UI primitives checked with **axe**. **672 places** across **10 cities**.

Ferni Finance Live web app — 2026

Personal finance for a first career job in Canada, with the jargon explained where it appears.

- Designed the **identity** (logo, wordmark, colour, type) and documented it in a **brand kit** with usage rules; every colour is a **design token**.
- Defined terms like CPP, EI and FHSA **in place**, so nobody leaves the page to understand their paycheque. Wrote the lesson design specs (type hierarchy, callouts, layout) for 16 lessons and a 40-term glossary.

Retrosnack Clothing E-commerce — 2026

A store for one-of-one secondhand clothing, where two people can never buy the same piece.

- Took a maximalist brief to a minimal, **single-typeface design system**, then audited it: fixed colour contrast to reach **0 axe violations across 19 pages**.

EXPERIENCE

Konfer Inc. — Dec 2024 - Dec 2025

Marketing Coordinator (Volunteer)

- Created **12 story and feed graphics in Figma** for SpurHacks, Canada's largest in-person hackathon by project submissions, writing copy and editing layouts with the team's graphic designer.
- Produced **23 Instagram reels** with **993K+ views**, and supported the konfer.ca landing page with content and layout consistency.

SpurHacks — Apr 2025 - Jun 2025

VP of Marketing (Volunteer)

- Wrote and updated **landing page copy** in a React, TypeScript and Tailwind CSS codebase to improve clarity and user flow.

MyRain Sprinkler Systems — Apr 2026 - Aug 2026

Software Developer (Volunteer)

- Mapped a manual weekly pricing workflow with the owner, then built a Python tool for about 1,000 products, with a **plain-language guide** so she could run it alone.

Laurier Computing Society — Oct 2021 - Apr 2024

Full Stack Developer (Volunteer), and Content Creator (Volunteer) from Jan 2023

- Contributed to a **design system in Figma** for UI consistency, and designed and prototyped marketing materials in Figma.

HOW I WORK

Problem first. Who it's for and what gets in their way.

Decide, then test. Write the rule down, then check it holds.

Build to learn. Prototype in code to find what a design costs.

DESIGN

Product design • Interaction design • Design systems • Design tokens • UI components • Typography and layout • Brand identity • Responsive design • Accessibility (WCAG AA)

TOOLS

Figma | Adobe Illustrator | Canva | Adobe Premiere Pro | CapCut | Notion

Learning Affinity. Photoshop and InDesign from high school.

BUILD AND TEST

HTML/CSS | Tailwind CSS | TypeScript | React | Next.js | PostgreSQL | Playwright | axe

AI IN MY PROCESS

I build with **Claude Code**: I work from a written spec, review each phase, and send back what doesn't work. Every decision is written down with its reason.

ALSO DESIGNED

This portfolio: a late-90s desktop with original pixel icons and a Paint program.

Kick for Funds: a printed fundraiser poster, made in Canva.

Album covers for my own music, in Illustrator.

Sam's Little World: hand-drawn pixel art for an accessible memorial site.

EDUCATION

Bachelor of Science

Major in Honours Computer Science

Wilfrid Laurier University

Waterloo, ON • 2020 - 2024

Coursework: Data Visualization, Software Engineering, Internet Computing, E-commerce