

Parmis Meshgi

SENIOR PRODUCT DESIGNER

CONTACT

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Toronto, Ontario

EXPERTISE

Complex Workflows	Customer Discovery
Workflow Architecture	Canvas Interfaces
Full-state Design	Design Systems
Coded Prototypes	

TOOLS

Figma	FigJam
Figma Make	Claude Design
Jira	Confluence

EDUCATION

BrainStation

Diploma in User Experience Design | 2021

Google

UX Design Professional Certificate | 2021

University of Tehran

Master of Renewable Energy in Agricultural Mechanization | 2019

University of Tehran

Bachelor of Agricultural Mechanization | 2016

PROFILE

Senior Product Designer owning complex B2B software in-house since 2022. Joined Volante as its first product designer and helped grow the design team. Lead 0-to-1 discovery, information architecture, full-state interaction design, coded prototypes, engineering handoff, release review, and iteration for dense administration, POS, kiosk, and canvas-based service workflows.

PROFESSIONAL EXPERIENCE

Senior Product Designer | Volante Systems

2022 - Present

Own core workflows from problem framing through production. Lead interviews and prototype reviews with customers and domain experts, then translate findings into product direction. Partner with product managers and engineers on feasibility, sequencing, scope, and pragmatic trade-offs.

Bar Tabs & Table Service

Lead UX Architect

- Led customer and domain-expert interviews. Findings changed the navigation and payment architecture.
- Designed 0-to-1 opening, ordering, payment, and closing workflows with permission and edge states. Core Bar Tabs work was included in 2026 releases.
- Directed a canvas-based floor-plan tool and AI-assisted React and TypeScript prototypes across 17 workflows, including empty, loading, conflict, and recovery states.

Backoffice

UX Lead

- Architected Menu Management's three-panel workspace so navigation, dense data tables, and record details remain visible together.
- Designed Quick Menu's visual editor and store inheritance logic, including read-only, local-change, dependency, and error states.

Point of Sale

UX Lead

- Started responsive POS guidelines in 2023 for terminal layouts, modals, and input controls.
- Designed the Bar Tabs keyboard flow, adopted across POS search, login, payment, and manager approval screens.

Kiosk

UX Lead

- Owned the 0-to-1 kiosk ordering experience from discovery and workflow mapping through customer prototype reviews and engineering handoff.
- Designed guided weight-scale steps, error recovery, colour guidance, and shared high-contrast theme work.

Design Systems & Coded Prototypes

System Lead

- Established and scaled shared Figma patterns for tables, inputs, and global styles. Directed a reuse audit across 147 Backoffice pages.
- Directed AI-assisted React and TypeScript prototypes to test complex logic, keyboard access, responsive behaviour, and recovery before handoff.

Program Designer and Teacher | Orange Language Institute

2012 - 2021

- Designed and scaled learning programs for 250 students, trained teachers, and revised content from structured feedback.