

Golnoosh Torkashvand

CX Strategy & Customer Transformation | Human-Centered Design | Product Strategy

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EXECUTIVE SUMMARY

CX Strategy Manager with 9+ years of experience across fintech, enterprise, and digital platforms. Delivered measurable impact, including **14–16% onboarding improvement** and **21% engagement growth**, by Applying customer insights to shape strategic decisions, influence roadmap prioritization, and align cross-functional teams around high-impact opportunities. **PhD in Human-Centered Design**, with expertise in journey mapping, Voice of Customer (VoC) programs, and mixed-method research to optimize customer experiences and inform strategic decisions across consumer-facing digital products and service ecosystems.

PROFESSIONAL EXPERIENCE

CX Research Consultant – Customer Experience & Insights | *Ontario Lottery & Gaming (OLG), Toronto* | 2025–2026

- Drove **+21% increase** in promotion engagement by identifying friction across the promotion lifecycle (awareness → redemption) and informing targeting, personalization, and experience redesign
- Identified key behavioral drivers of **customer engagement** and **conversion** by translating business priorities (churn, engagement, feature gaps) into multi-method research strategies and leading vendor-partnered large-scale studies
- Accelerated **time-to-insight and research delivery** by streamlining ResearchOps workflows across intake, execution, and stakeholder alignment

Founder & Lead Consultant – CX & HCD Strategy | *Soft Launched Inc., Toronto* | 2025–Present

- Enabled clearer product **prioritization** and market-aligned decision-making for early-stage and growth companies by defining opportunity areas, customer needs, and product direction
- Reduced product risk through early **validation** of ideas by conducting market, user, and problem discovery, translating insights into actionable recommendations
- Improved product **positioning** and differentiation by developing future-state journeys and customer-centric value propositions grounded in customer and market insights

Senior CX Researcher – Product & Experience Strategy | *Questrade Financial Group, Toronto* | 2022–2024

- Influenced product strategy and roadmaps by identifying behavioral drivers and adoption barriers across onboarding, funding, and trading journeys, shaping higher-impact experience and feature decisions
- Reframed product direction by challenging core assumptions (e.g., demo platform), redirecting investment toward more effective drivers of acquisition and engagement
- Established ResearchOps and internal customer research panel, achieving **14–16% acquisition in 3 months** and improving engagement and research velocity
- Improved cross-functional **alignment** under ambiguity by facilitating workshops across Product, Marketing, and Service Design teams

Instructor – UX Research & Human-Centered Design | *Seneca polytechnic & Sheridan college* | 2020–Present

- Teach UX research, CX strategy, and product thinking, leveraging an HCD mindset and system thinking for innovation
- Mentored students in research design, ethical practices, and synthesis across **200+ hours** of instruction and applied projects

SKILLS

Tools: Qualtrics XM · Power BI · Tableau · Dovetail · NVivo · UserTesting · Figma · Miro · Excel · Jira · Confluence

Methods: Mixed-Methods Research · In-Depth Interviews · Usability Testing · Survey Design & Analysis · Journey Mapping · Service Blueprinting · Persona Development · Concept Testing · Voice of Customer (VoC) · Stakeholder Workshops and facilitation

Soft Skills: Stakeholder Alignment · Cross-Functional Collaboration · Storytelling

EDUCATION

- Ph.D., Human-Centered Design – Florida Institute of Technology
- MA, Industrial Design – Tabriz Art University
- UX Design Certificate – George Brown College

PUBLICATIONS & RECOGNITION

- Editorial Board Member – International Ergonomics Association
- Crystal Cabin Awards Nominee
- Multiple peer-reviewed [publications](#)