I Make People Happy by Keeping Things Simple.

For brands, nothing is more intimate than when people first get to touch and feel your product. It's a concept as true for the old world as it is today with the digital world and app culture.

Continuous research and outside-of-the-box thinking are among a Product Designer's best assets— which is why I'm happy self-education is a part of my nature.

Empathy, Ideation, Accessibility & Testing.

I started my career as a high-end jeweler and gemologist, specializing in diamond grading. Perhaps it was the emotional relationship consumers with diamonds, rather than the product itself, that appealed to my natural tendencies.

After that I studied graphic design in Montreal, and became entrenched with user experience.

User Experience (UX) and User Interface (UI) can be greatly impacted by design, particularly when coming from a multi-disciplinary perspective that can bring user empathy and behavior into the conversation.

As an advocate for user-centered design methodology (UCD), I have a proven track track record of helping collaborative teams work toward delivering value to the end-user while finding the best solutions for business critical goals.

Thoughtful Experiences

Turning complex processes into something simple, or even a joy to use, is the primary focus of my work. As we travel further into the technological age, systems around us become more complicated. Yet, we're all expected to have a deeper experience with the digital world.

My mission is to make that experience polished and meaningful.

Mike Jeranian
UX Specialist & Product Designer
Interaction Design Foundation Member