

# NOORAIN NOORANI

## Product Designer

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I strive to design experiences  
that focus on simplicity,  
delight, and usability.

### TOOLS

HTML / CSS

LESS / SASS

Sketch

Photoshop

Illustrator

Invision

Omnigraffle

Javascript

Backbone/Underscore

Angular

Python

### WHAT I DO BEST

Product Concepting

Prototyping

Wireframes

Product Flows

App Maps

### EDUCATION

B.A.Sc in Systems Design Engineering

**UNIVERSITY OF WATERLOO** • 2011 - 2016

- Ranked among top 10 students of the class

### EXPERIENCE

Product Designer • **BNOTIONS** • May - Aug. 2015

- Designed experiences for major mobile and web products in travel, health, finance, insurance, non-profits and telecommunications
- Delivered presentations to 7 external clients to communicate direction and thinking behind all design decisions
- Iterated on product vision and features to optimize for business goals
- Created prototypes, wireframes and flows to direct visuals and engineering
- Improved design-to-engineering handoff by refining prototyping process

User Experience Engineer • **Minted** • Sept. - Dec. 2014

- Prototyped front-end solutions to improve shopping experience and drive sales and user acquisition
- Designed tools to improve consumer management of launched products
- Developed flows and front-end for user dashboard to improve engagement

Front-end Developer • **Wattpad** • Jan. - Apr. 2014

- Improved front-end discovery experience through user testing and prototype iteration
- Spearheaded error tracking to lower user-facing errors by 68%
- Developed animation-heavy web pages to drive content marketing

### PROJECTS

Usability Engineer, **Capstone Design Project**

Improving user interactions and checkout inefficiencies through automated retail scanning

Growth Hacker, **Designlab**

Establishing features and methods to help retention and acquisition

Designer/Developer, **Soundmine**

Designed and implemented interface for a music platform with mood-based suggestions

Designer/Developer, **BitPesa**

End-to-end development of web pages for marketing and growth