Sifat-E-Noor

Human-Centered UX Designer | HCI & AI-Driven Product Design

📍 Hvidovre, Capital Region of Denmark ✉ noor.sifat.e@gmail.com 📞 +45 91 63 90 66 📄 [Portfolio](#) in [Profile](#)

Designer with 6+ years of experience in UX, UI, research, interaction design, and AI-driven product development. I create clear, user-centered solutions grounded in evidence, usability, and scalable design systems—bringing a strong HCI foundation from DTU and a practical, problem-solving mindset suited for cross-functional product teams.

⏱ Relevant Skills

Core Design
- UX Design • UI Design • Interaction Design
- User Flows • Prototyping (Figma) • Wireframing
- Design Systems • Accessibility (WCAG)
- Visual   Hierarchy

Research & Analysis
- User Interviews • Usability Testing • Surveys
- A/B Testing • Task Analysis
- Qualitative & Quantitative Research
- Analytics Interpretation • Data-informed Design

Process & Execution
- Ideation • Design Validation • Agile / Scrum
- Information Architecture • DesignOps
- Cross-functional Collaboration

Tools & Technical
- Figma • Miro • Axure • Adobe XD • Notion
- HTML/CSS • Basic JavaScript
- Python (analysis) •React(foundation)
- R (analysis) • Tableau • Power BI

Collaboration & Leadership
- Workshop Facilitation • Mentoring
- Team Coordination • Problem-solving
- Stakeholder Communication • Strategic Thinking

🔖 Certifications

Google UX Design Specialization
- Foundations
- Research
- Ideation
- Prototyping

IBM Enterprise Design Thinking
- Practitioner Level

🌐 Languages

3 Languages
- English — Fluent
- Danish — A2 (PD2 in progress)
- Bangla — Native

💼 Work Experience

Product Designer (UX)
UX Unite — Denmark | Aug 2025–Present
Company Insights Page – UX & Product Design
- Conduct user research (qualitative & quantitative) to understand needs around job history, company insights, and decision-making.
- Synthesize findings into clear design directions and structure IA for the Insights page.
- Translate research into wireframes, user flows, interaction patterns, and high-fidelity UI align with a scalable design system.
- Build and maintain a small design system for the Company Insights page.
- Create prototypes and run usability tests (task-based, think-aloud, concept validation) to refine design decisions.
- Collaborate closely with product and engineering to ensure feasibility and clarity.

Graduate Teaching Assistant
DTU — Denmark | Aug 2023–Dec 2025
UX Design & Prototyping, UX Engineering – Teaching Support
- Supported teaching across large UX courses (300+ students).
- Facilitated workshops, supervised group projects, and provided guidance in Figma, Penpot, and Miro.
- Helped strengthen students' practical skills, collaboration, and design maturity.

Senior UX Designer (Team Lead)
Synesis IT — Bangladesh | Nov 2020–Jul 2022
Convay – UX Strategy, Product Design & Innovation
- Led UX strategy for Convay, a virtual meeting platform, ensuring alignment between design and product.
- Managed a design team of six and coordinated research, prototyping, and A/B testing.
- Developed a scalable design system and improved collaboration across teams.
- Contributed to notable impact: improved user satisfaction by ~85% and supported ~30% gains in task efficiency.

UX Designer
Synesis IT — Bangladesh | Mar 2018–Oct 2020
Enterprise & E-Governance Products (B2B & B2C) – UX/UI Design
- Designed for multiple enterprise and e-governance products with a focus on usability and clarity.
- Delivered prototypes, usability tests, and iterative improvements with engineering teams.
- Helped reduce task completion time by ~30% and strengthened product adoption.

UX Analyst
Inevitable IT — Bangladesh | Aug 2016–Dec 2017
AR Shopping Concept – UX Research & Prototyping
- Explored early AR shopping concepts and defined user experience strategy.
- Conducted research and produced interactive prototypes.
- Work formed the foundation for follow-up product decisions.

Junior Cyber Security Engineer
A Lion Cyber Solution — Bangladesh | Oct 2015–Mar 2016
Cybersecurity Research – Data Analysis
- Supported research within cybersecurity and data management.
- Contributed to data analysis studies that strengthened the organization's technical insights.
- Experience provided technical grounding later applied in complex UX projects.

Teaching Assistant
AIUB — Bangladesh | Jan 2014–May 2014
Programming Language C – Lab Teaching Support
- Assisted in teaching undergraduate programming course.
- Helped students troubleshoot assignments and develop problem-solving confidence.
- Built early communication and mentoring skills.

📖 Education

Specialization
- Human-Computer Interaction

Relevant Coursework:
- UX Engineering • UX Design Prototyping
- Personal Data Interaction • Cognitive Science
- Social Data Visualization • Machine Learning
- Co-Creation & Creativity • Innovation Management

Publication
- ETRA '25 — Eye-tracking study on AI vs. human-authored text

Award
- Convoc. '15 — Vice Chancellor's Award for outstanding bachelor thesis

M.Sc. Human-Centered Artificial Intelligence
Technical University of Denmark (DTU), Denmark — | GPA: 9.3 | Jan 2025

Masters Thesis (Grade 12) — *Unveiling Reading Patterns: Exploring the Impact of Writing Styles on Reading Behaviour through Eye Tracking*
- Designed an eye-tracking experiment analysing cognitive reading behaviours in AI vs. human-authored text.
- Applied mixed-methods (quantitative + qualitative) to study reading patterns and cognitive load.
- Built a data-collection workflow supporting adaptive, behaviour-aware reading interfaces.
- Contributed to Reading the Reader, a multimodal HCI research initiative.

B.Sc. Computer Science & Engineering
American International University – Bangladesh (AIUB) — Bangladesh | CGPA: 3.48 | Feb 2015

Bachelor Thesis (Grade A+, VC Award) — *What's On Our Mind: Misconception and logical interpretation of mental models in social affective human–machine interaction*
- Investigated how misaligned mental models affect interaction and interpretation.
- Developed a conceptual framework linking emotion, cognition, and user intent to inform UX reasoning.
- Created early foundations in affective computing and user-centred interaction model

⚓ Approach & Collaboration

Bring to the Design
- Human-centered • Purpose-driven • Data-informed • Simplicity • Scalability
- Accessibility • Inclusive Design • Analytical mindset • Clear & structured thinking
- Curiosity & learning • Meaningful Impact

Bring to the Team
- Collaboration • Communication • Cultural awareness • Growth mindset • Reliability
- Openness

I design digital products that are clear, purposeful, and easy to use.
I value open communication, teamwork, and a structured way of working.

My process combines research, prototyping, and data-informed decision-making to ensure solutions are grounded in real user needs.
With 6+ years in UX and an M.Sc. in Human-Centered AI from DTU, I bring a practical, analytical approach and a strong human-centered focus.
I work daily in Figma, creating design systems, prototypes, and high-fidelity interfaces that support long-term product growth.

Above all, I aim to create solutions that are simple, scalable, and meaningful for the people who use them.

♡ Outside of work

Like to do
- 🧳 Travel 📷 Photography ✏ Sketching
- 🥾 Hiking ✂ Lamp-making 📖 Reading

Outside work, I enjoy travelling and learning from different cultures.
I explore hiking and waterfall trails when I can, staying connected to nature and new perspectives.
I also practice photography and sketching, and I enjoy making origami and handcrafted lamps.
These hands-on interests help me stay observant, grounded, and creative in my design work.

👥 References

References available upon request.