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 acquisitions
• 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