

Toronto, Canada  
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# HAMNA NOOR

PRODUCT DESIGNER

Product Designer with 5 years of experience creating inclusive, user-centric experiences in digital insurance. I craft intuitive solutions that enhance accessibility and engagement. I thrive in cross-functional teams, bridging business goals with user needs to deliver meaningful digital experiences.

## EMPLOYMENT HISTORY

FEB 2024 – PRESENT

### Product Designer, PolicyMe, Toronto

Right after graduating, I joined PolicyMe, a digital insurance startup, where I quickly grew through diverse opportunities. I gained hands-on experience in end-to-end product design, Webflow, and research.

- Developed hi-fidelity designs for new product lines
- Optimized our internal tools used by underwriters and advisors by automating workflows and reducing manual work, increasing efficiency by 50%
- Built a white-labelled design system for B2B2C partnerships
- Managed Webflow updates, boosting SEO rankings by 30% and maintaining a 91 health score, while designing components and overseeing QA and releases for a seamless experience.
- Proven experience in creating, contributing to, and extending accessible design systems (WCAG), aiding their adoption within the organization

JAN 2023 – FEB 2024

### Associate Product Designer, PolicyMe, Toronto

NOV 2021 – JAN 2023

### Junior Product Designer, PolicyMe, Toronto

FEB 2021 – APR 2021

### Project Manager, Sheridan College, Oakville

Partnered with Oakville Public Library (February – April 2021) and Links2Care (May – July 2021) facilitated 21 students from different disciplines to help them hack their community collaborator challenge. Hosted weekly workshops about conducting research, design thinking, project management, prototyping, and user testing.

SEP 2019 – APR 2020

### Adobe XD Ambassador, Sheridan College, Oakville

Produced content for Adobe XD workshops to teach students how to use the software to prototype.

## EDUCATION

SEP 2017 – APR 2021

### Honors Bachelors of Interaction Design, Sheridan College, Oakville

## AWARDS AND CERTIFICATIONS

### TCPS 2 Core Certificate

Ethical conduct certificate for research involving humans

### SRCA Student Award

SHERIDAN COLLEGE | MAY 2021

Excellence in Curricular Embedded Category for undergraduate thesis.

## LINKS

[hamnanoor.com](https://hamnanoor.com)

## SKILLS

Wireframing, Prototyping, Claude Design, Accessibility, Visual Design, Interaction Design, User Experience, User Research, Usability Testing, Information Architecture, Design Systems, Webflow, Finsweet, HTML & CSS, Chatgpt, Jira