

NOUSHIN BEHYAN**SENIOR PRODUCT DESIGNER****(FINTECH PLATFORMS & GROWTH)**

6+ years of experience specializing in fintech platforms and designing for complex workflows and regulated experiences across web and mobile.

EXPERIENCE**CIBC (Simplii Financial)****Senior UX Designer****Jan 2022 - Present**nooshinbehyan.comlinkedin.com/in/noushin-behyan/

noushbiz17@gmail.com

+1 (647) 675-6614

Owned end-to-end design for Mortgage/Personal Line of Credit/Loan onboarding flows, partnered with product, engineering, content, research and legal from discovery to delivery and shipped multiple releases across web and iOS/Android.

Led Platform Modernization (online banking and native) across core journeys, Sign-in and Registration, Account Summary, and e-Transfer. Drove **+16.2%** applications in **6 months** via rebrand and onboarding improvements.

Led stakeholder reviews with Legal/Compliance and senior partners; influenced scope and rollout decisions through clear rationale and trade-offs.

Built prototypes to communicate complex financial concepts (credit checks, eligibility, funding) in simple language.

Mentored 5 designers and supported team critiques by raising quality bars on flows, content clarity, and accessibility.

Partnered with analytics to identify drop-offs at Employment and income step; iterated eligibility and error-state UX to improve app completion by **24.8%**.

Infinomial Tech**UX UI Designer****Apr 2021 — Dec 2021**

Shipped three products: a Q&A-based social platform (onboarding + engagement flows optimized for activation and retention, aligned to a **100K+ user** launch roadmap), a beauty appointment booking app, and the company website.

Udevelop Agency**Freelance UXUI Designer****Dec 2020 — Mar 2021**

Designed UX/UI for early-stage startups across SaaS, B2C, and eCommerce, collaborating directly with founders and engineers.

Brandlume Inc.**UX & Graphic Designer****Jul 2020 - Apr 2021**

Delivered conversion-oriented marketing assets (landing pages, brand identities, and social campaigns) for company's clients

Kreative House Consulting**UXUI Designer****Mar 2020 — Sep 2020**

Designed high-fidelity eCommerce websites and executive-facing pitch decks, supporting client buy-in

EDUCATION**Art University of Isfahan, Iran****2013-2018****Bachelor of Arts, Honours in Graphic Design****Humber College****2019 - 2021****Honours in Media Communications****SKILLS****Design and Prototyping**

Design systems, component libraries, token-based design and theming (variables), Figma workflow (variants, properties, dev mode, prototyping), accessibility, responsive design.

Delivery

Cross-functional leadership, analytics partnership, usability testing, stakeholder alignment, design-dev handoff, agile/iterative delivery.

CREATIVE LEADERSHIP**Design Educational Content****2022-2025****YouTube creator (UX + design systems), 2K+ subscribers****Art Exhibitions****2016-2018**

Painting (Tehran, Iran), Illustration nomination (Beijing, China), Photography (Isfahan, Iran)