

<b>NOUSHIN BEHYAN</b> 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.		<a href="https://nooshinbehyan.com">nooshinbehyan.com</a> <a href="https://linkedin.com/in/noushin-behyan/">linkedin.com/in/noushin-behyan/</a> <a href="mailto:noushbiz17@gmail.com">noushbiz17@gmail.com</a> +1 (647) 675-6614
EXPERIENCE	<b>CIBC (Simplii Financial)</b> Senior UX Designer Jan 2022 - Present	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 <b>+16.2%</b> applications in <b>6 months</b> 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 <b>24.8%</b> .
	<b>Infinomial Tech</b> 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 <b>100K+ user</b> launch roadmap), a beauty appointment booking app, and the company website.
	<b>Udelop Agency</b> 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.
	<b>Brandlume Inc.</b> UX & Graphic Designer Jul 2020 - Apr 2021	Delivered conversion-oriented marketing assets (landing pages, brand identities, and social campaigns) for company's clients
	<b>Kreative House Consulting</b> UXUI Designer Mar 2020 — Sep 2020	Designed high-fidelity eCommerce websites and executive-facing pitch decks, supporting client buy-in
EDUCATION	<b>Art University of Isfahan, Iran</b> 2013-2018	Bachelor of Arts, Honours in Graphic Design
	<b>Humber College</b> 2019 - 2021	Honours in Media Communications
SKILLS	<b>Design and Prototyping</b>	Design systems, component libraries, token-based design and theming (variables), Figma workflow (variants, properties, dev mode, prototyping), accessibility, responsive design.
	<b>Delivery</b>	Cross-functional leadership, analytics partnership, usability testing, stakeholder alignment, design-dev handoff, agile/iterative delivery.
CREATIVE LEADERSHIP	<b>Design Educational Content</b> 2022-2025	YouTube creator (UX + design systems), <b>2K+ subscribers</b>
	<b>Art Exhibitions</b> 2016-2018	Painting (Tehran, Iran), Illustration nomination (Beijing, China), Photography (Isfahan, Iran)