

NOUSHIN BEHYAN

SENIOR PRODUCT DESIGNER
(FINTECH PLATFORMS & GROWTH)

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EXPERIENCE

CIBC (Simplii Financial)
Senior UX Designer
Jan 2022 - Present

Led Platform Modernization (**online banking and native**) across core journeys, Sign-in and Registration, Account Summary, and e-Transfer

Shipped regulated onboarding and servicing flows including Mortgage + Personal Line of Credit + Personal Loan, Digital Preferences, Flinks funding and Power of Attorney. Drove **+16.2%** applications in **6 months** via rebrand + onboarding improvements.

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.

Udelop 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 - May 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), responsive and adaptive design.

Delivery

Cross-functional leadership, 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)