

BEHROUZ SALEHIPOUR

STAFF PRODUCT DESIGNER

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(778) 990-3344

WORK EXPERIENCE

Staff Product Designer - Topicflow

February 2025 - Present

I design an AI-driven performance management product at Topicflow. A notable project is Context Generation, which helps managers write faster, more accurate performance reviews by grounding AI-suggested answers in evidence pulled from Topicflow data and connected tools. I've also built and maintained a strong beta group of managers across levels and industries, using those relationships to validate product direction, de-risk decisions, and pressure test what we ship.

Design Director - Catalog

March 2023 - February 2025

I led a team of 6 designers delivering product, web, and branding work across dozens of active engagements. I was the primary point of contact for 70+ brands, partnered closely with PM to define goals, scope, and timelines, and helped clients shape roadmaps that could actually ship. Internally, I supported designers through briefs, reviews, feedback, and stepped in when projects needed a push or tighter direction. Our team contributed to \$100M+ total funding raised.

Design Manager - Fraction

July 2022 - January 2023

I managed design execution across core product work while also supporting the team as we scaled. I helped set direction, staffed projects based on strengths and bandwidth, and stayed close to delivery so design decisions held up in build. Through key projects like the homeowner application and broker dashboard, I helped the business secure five-figure monthly revenue by improving conversion, operational clarity, and the speed of moving deals from lead to funding.

Senior Product Designer - Fraction

December 2020 - July 2022

Product Designer - Freelance

April 2020 - December 2020

Product Designer - GetintheLoop

May 2019 - April 2020

UX Engineer - Flex Artificial Intelligence

July 2018 - February 2019

LINKS

salehipour.com

medium/@sbehrouz

[linkedin/behrouzsalehipour](https://www.linkedin.com/in/behrouzsalehipour)

EDUCATION

Combined Major in Computer Science and Statistics (B.Sc.)

The University of British Columbia
September 2012 - December 2017

SKILLS & TOOLS

Design Management

Hiring & Onboarding

Team Growth & Support

Research and Discovery

Defining Objectives

Low & High Fidelity Designs

Prototype and Presentation

Documentation

Workshop and Review Sessions

User Testing

Figma

Linear • Asana • ClickUp

Hotjar • Mixpanel

Notion

Adobe Suite

Webflow • HubSpot • ChatGPT

REFERENCES AVAILABLE
UPON REQUEST