# BEHROUZ SALEHIPOUR
## PRODUCT DESIGNER

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(778) 990-3344

## WORK EXPERIENCE

### Senior Product Designer - Asana
March 2026 - Present

I design AI-powered experiences focused on driving activation and adoption across Asana's user base. I collaborate closely with product, engineering, and partner teams to identify where AI creates real leverage for users and translate that into high-value outcomes.

### Staff Product Designer - Topicflow
February 2025 - March 2026

I designed 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 also built and maintained a strong beta group of managers across many levels and industries, using those relationships to validate product direction, de-risk decisions, and pressure test what we shipped.

### 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

### 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

## 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