Ali Noorani

UX Designer

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Versatile UX designer with four years of human-centered design experience in fintech, cashless payment, education, and e-commerce industries. Experienced in **high-traffic mobile and web applications** with hands-on experience in **B2B** and **B2C** settings. Having a diverse background has given me a unique perspective in solving problems.

Skills

- Usability Testing
- Information architecture
- UX Research strategy
- Micro-interactions

- Critical journey maps
- Data visualization
- Wireframing and prototyping
- Design thinking

- Accessibility (WCAG/AODA)
- Problem-solving
- Qualitative & quantitative metrics
- Visual design and branding

Work Experience

Design Lead | Canadian English Dictionary, Toronto, Canada (remote)   Feb.2024 – Aug.2024

CED is the first Canadian updated English Dictionary in 20 years. I improved their portal in an industry partnership between TMU and CED.

- Spearheaded research and UX design for the relaunch of CED as part of my Master's research project.
- Managed the project timeline, ensuring on-time delivery of all design and development milestones.
- Applied learning theories to design experiences to maximize vocabulary retention, enhancing educational impact.
- Oversaw all design decisions and helped the team improve their work based on guidance, ensuring a high quality standard across the project.
- Developed an accessible and visually cohesive color palette and brand identity.
- Designed inclusive entry pages and homepage, improving user engagement.

Product Designer | Studyizy, Toronto, Canada (Hybrid)   Sep.2023 – Aug.2024

Studyizy serves international students in their journeys from admission to visa. (contract)

- Redesigned program search function, student dashboards, and CRM systems, enhancing the user experience for international students and administrative teams.
- Improved critical user journeys, significantly raising **user success by 35%**.
- Revamped **complex user flows**, simplifying and consolidating processes to ensure accessibility and usability.
- Developed a cohesive design system from scratch using atomic design principles.
- Collaborated cross-functionally with developers, project managers, and marketing teams to translate business requirements into user-centric design solutions.

UX/UI Designer | Rakuten Payment, Tokyo, Japan (Hybrid)   Aug.2022- Aug.2023

Rakuten Pay is Japan's second largest cashless payment app; part of Rakuten Group.

- Led the redesign of the information architecture for the notification feature, using card-sorting and user interviews, resulting in a **210% increase in user engagement**.
- Designed a **B2B notification dashboard** for Rakuten Pay, improving key performance indicators and addressing business and client needs.
- Developed the user experience for the SDK HTML service in the R-Pay mobile app, optimizing core and new functionalities.

UX/UI Designer | Meskavan, Iran (Remote)   Oct.2022 – Apr.2023

Meskavan is the largest privately held copper mine in Iran.

- Designed interactive dashboards for monitoring and controlling industrial machinery, enhancing efficiency.
- Enhanced workforce safety by integrating clear warning systems and preventive measures into process flow management dashboards.
- Streamlined machine and workforce management through intuitive interfaces, improving overall productivity.

UX Designer/ Researcher | Andook, US (Remote)   Nov.2021 – Aug.2022

Andook is an American startup in the personal financial management sector.

- Designed a personal finance self-management portal, emphasizing intuitive user interfaces and seamless interactions to enhance user experience.
- Conducted research on industry trends and best practices to ensure design solutions met business goals and performance metrics.
- Developed and implemented visual deliverables, including logo and animation, supporting marketing.

Non-Design Experience

Bell Sales and Marketing Representative | OSL (Sales), Toronto, Canada   May.2024 – Sep.2024

Broadcast Specialist | NHK World-Japan (Media), Tokyo, Japan   Feb.2018 – Jul.2022

Journalist | Agence France-Presse (News agency), Tehran   Feb.2015 – Jan.2018

Video Editor | iFilm TV (Television), Tehran   Dec.2010 – Jan.2015

Education

Master of Digital Media | Toronto Metropolitan University

- Interaction Design Class: Led team project on Zara e-commerce website's navigation and UX improvement

UX & UI Design Project-based Training Bootcamp | UX Land Online School

Toolbox

Figma, Adobe XD, Miro, Slack, Maze, Axure, JIRA, Confluence, Scrum, Notion, CRMs (WordPress, Wix, etc.), HTML, CSS, JavaScript, Bootstrap, and Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier, etc.).