Simin Nasiri

Senior UX/UI Designer

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Experience

Fairstone Bank
Aug 2023-Present
Montreal

Senior UX/UI Designer

- As UX lead, I defined and led design for several key products such as digital retail financing application, direct lending application, Walmart credit card, Merchant Support Portal,..
- **Retail Financing Product Redesign:** Developed user stories, customer journeys, conducted comprehensive redesign, resulting in 23% reduction in user drop-off rates by optimizing the user flow and interface.
- **Led and designed a new financing application launched by Fairstone:** I worked with leads and partners and brought this 0-to-1 project to life in 4 months with the goal of optimizing the customers' shopping and financing journey.
- **Walmart Mastercard:** Identified and resolved critical pain points in the Walmart Rewards Mastercard application process, driving a **12% increase in engagement** among mobile users.
- **Internal Dashboard:** Designed a merchant setting portal to reduce 400 work hours per year and increase accuracy and efficiency.
- **Design system enhancement:** Improved our design system with a focus on accessibility by creating new components and establishing clear UX/UI guidelines.

Medicom
Apr 2021-Aug 2023

UI & Visual Designer

- Created design concepts, marketing materials, wireframes, transforming ideas into visual experiences.
- Led the end to end design of sector-specific newsletter templates tailored to different audience, resulting in a **15% increase in both conversion and click rates**.
- Performed an UX audit and improved existing website to reduce bottlenecks on key user journeys, resulting in a 36% higher engagement.

MCIT
Nov 2019-Apr 2021

UX/UI Designer

- Redesigned marketing emails and automations, achieving a **40% boost in open rates and 87% surge in click-through rate**.
- Implemented the design system and maintained design consistency across multiple platforms.
- Successfully designed and shipped the new website.

Freelance
Dec 2018-Present

UX/UI Designer

- Led the design of Sustainable textile company from concept to launch, developed and delivered a comprehensive branding and design system.

Education

BA Architecture Design
Shariati University

Advanced UX/UI Design
UXLand

AEC, Full Stack Web Developer
Montreal College of IT

Skills & Expertise

Heuristic Analysis
Usability Testing
User Interviews
User Persona Generation
Interaction & Product Design
Visual Communication
Storytelling
Product Discovery
Product Strategy
Design System
Graphic Design
Branding

Toolstack

Figma
Protopie
Sketch
XD
Framer
After Effects
Photoshop
Illustrator
Premier Pro
Confluence
Miro
Notion