

# Simin Nasiri

## Senior UX/UI Designer

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[www.siminnasiri.com](http://www.siminnasiri.com)

### Experience

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#### Fairstone Bank

Aug 2023–Present  
Montreal

#### Senior UX/UI Designer | UX Lead Financial Applications

- **Led UX/UI Design for Walmart Rewards Mastercard application**, resolving friction points in validation and submission flows, driving a **12% increase in mobile engagement** and reducing drop-offs.
- **Led senior UX/UI Design for high-usage Retail Financing application**, modernizing the experience and reducing drop-offs by 23% while increasing account registration by nearly 25% through workflow simplification and improved interaction design.
- **Led UX/UI Design for Pre-qualification financing application**, launching the product within 4 months for **Best Buy** and **Ashley Homestore**, and streamlining complex decision and compliance workflows.
- **Led UX/UI of Merchant settings dashboard**, a data-heavy and complex workflow platform, simplifying complex configurations and large data sets to improve accuracy and operational efficiency.
- **Design system enhancement** by creating it from scratch in Figma, with a focus on accessibility and clear UX/UI guidelines. Defined reusable UI patterns and developed scalable components used across multiple applications.

#### 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.
- Part of UX team, redesigned and modernized end-to-end of website to improve

#### 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

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#### BA Architecture Design Shariati University

#### Advanced UX/UI Design UXLand

#### AEC, Full Stack Web Developer Montreal College of IT

### Skills & Expertise

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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

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