

# NOOSHIN BOROOMAND

## PRODUCT DESIGNER

Senior UX Designer at Visa

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### SUMMARY

Product designer with four years at Visa across enterprise payments, developer, and **AI assistant** products. I work end-to-end — from real customer pain points through flows, design systems, and accessible production UI — and have spent the last two years **designing conversational AI experiences** for complex financial workflows.

### SKILLS

**Design** Design systems & component libraries, **conversational & AI interface design**, accessibility (WCAG 2.1 AA), responsive & interaction design, prototyping, design QA

**Research** Competitive analysis, usability testing, user interviews, journey & empathy mapping, heuristic evaluation

**Tools** Figma (**AI features, Figma Make**), Shadcn, **Claude, ChatGPT for research, ideation & design testing**, Jira, GitHub

### EXPERIENCE

#### Visa

Austin, TX / Apr 2022 – July 2026

#### Senior UX Designer

Sep 2023 – July 2026

- / Solo designer on the **AI assistant for an enterprise payments portal**, partnered directly with the product director: prototyped seven use cases including **conversational invoicing** — users upload a file or describe the details and **the assistant generates the invoice** — plus eCheck flows and proactive alerts for expiring payment keys and passwords.
- / Led design for a **developer-facing AI assistant** in full-screen and floating versions: guest-to-authenticated sign-in inside the chat, two terms-of-use paths, a **dark mode** derived from a light-only palette at AA contrast, two brand skins, and every viewport from mobile to wide desktop.
- / Owned 13+ user-management flows with one product owner over 1.5 years — user creation, self-service unblock, maker-checker approvals, roles and permissions — each scoped from real customer pain points; cut sign-in from three fields to two and added passkeys, reducing steps while strengthening fraud protection.
- / Designed login, switch-user, transaction list and detail, and a new search-and-filter for a **new AI-powered merchant platform**, working with 3 directors, 3 product managers, and 7 engineers on a Shadcn component base.
- / Ran proofs of concept for **generative-AI merchant onboarding** and **model-score explainability**, replacing a fragmented multi-step signup with one guided conversation.

#### UX Designer

Apr 2022 – Sep 2023

- / Rebuilt a **52-component design system** to WCAG 2.1 AA and full responsiveness with two other designers — authored most of the library plus the redlines and documentation engineering built from, used across the product suite.
- / Designed an internal server-monitoring tool as the solo designer; redesigned a product marketing site and built its animated, interactive components.
- / Partnered with 6–7 product owners and 16–20 engineers; specified every state — default, validation, error, empty, success — and cleared each design with the accessibility team.

#### Chase Bank, Associate Banker / Citi Bank, Bank Teller

2018 – 2021

Digital-first banking: guided customers through online banking, resolved account and transaction issues, and followed up on fraud cases — the domain knowledge I now design payments products with.

### PROJECTS

Self-directed case studies from the Thinkful UX/UI immersion — **HiBus** (bus tracking), **Credeals** (credit-card recommender), and **Tripland** (trip planning): solo double-diamond projects from research through high-fidelity Figma prototypes. Full write-ups at nooshin.me.

### EDUCATION

**Thinkful** — Certificate, UX/UI Design Immersion

Sep 2021 – Feb 2022

**Azad University**, Shoushtar — B.A. Accounting

Khuzestan, Iran