

Noah Neustadt

UX & Product Design

PERSONAL INFO

514 - 553 - 7708

noah@noahneustadt.com

www.noahneustadt.com

linkedin.com/in/noahneustadt

SKILLS / TOOLS

Wireframing & Design

Figma • Adobe XD • Sketch

Prototyping

Figma • Adobe XD • Axure
inVision • Paper (preliminary)

Ustertesting & Analytics

Hotjar • Heap • Adobe Analytics
Ustertesting.com • Test moderation

Workshop Facilitation

Miro • Figjam

Documentation & Collaboration

Jira • Confluence • Abstract

CERTIFICATIONS & ACCOLADES

UX Design Certificate (UXC) • Interaction Design Specialization

Nielsen Norman Group • 2022

2020 Bravissimo Award

Outstanding impact on digital
engagement • 2020

EDUCATION

BCOMM • Marketing

Concordia University • 2017

BFA • Studio Arts

Concordia University • 2014

THE CLIFF NOTES

Highly effective at communicating with stakeholders to identify core business objectives and define insightful, unbiased KPIs.

Experienced designing, validating, and iterating on complex B2B and B2C systems and applications (web-base and native).

Metric-driven and passionate about building delightful experiences without sacrificing functionality.

Trained for Professional Scrum with UX (PSU 1) and experienced working effectively in agile environments.

EXPERIENCE

● November 2019 - Current (2 yrs 8 mos)

UX Designer

Intact Financial Corp

Intact Insurance • BelairDirect • National Bank of Canada

My primary focus is the Claims Experience for our web tools and native mobile applications across our three largest brands (listed above). I frequently lead digital transformation projects impacting over 1.2M unique users.

My responsibilities cover the complete cycle of UX processes from ideation to implementation and iterative enhancement. My role also includes frequent stakeholder communication, backlog organization, sprint planning, and roadmap management.

My projects, while user-centric, are very KPI and metric-driven. They typically focus on case/call deflection through the digitization of user-facing processes, a goal I have achieved while simultaneously increasing our NPS for the claims experience. *More detailed project information can be found at www.noahneustadt.com*

● April 2017 - November 2019 (2 yrs 7 mos)

Lead Product Designer

Communities.ca (Formerly NuAge Interactive)

Communities.ca is a real estate tech start-up that provides lead generation and management software. As one of the primary hires, and only person on the design team, I had the opportunity to design our software and web experiences from the ground up, and played a key role in taking the company from "0 to 1".

My responsibilities focused on the design, analysis, and improvement of:

- Client-facing CRM and advertising tools
- Lead generation funnels for real-estate end-users
- Facebook, Google, & LinkedIn marketing campaigns
- Communities.ca landing page, marketing pages, and funnels