

Noa Shneorson

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EXPERIENCE

The Infatuation (JPMorgan Chase) — Sr. Product Designer

2025 to present

The Infatuation is a leading restaurant-review and dining-discovery platform, within the JPMorgan Chase portfolio. theinfatuation.com

- + Embedded within three scrum teams executing on AI features and cross-platform enhancements, defining clear distinctions between web and native app experiences for coherent, platform-appropriate design.
- + Lead vision-state concept visualization and product strategy for initiatives reshaping The Infatuation's app and web platforms, conducting in-person user research and analysis to drive decisions.
- + Mentor designers, product, and engineering partners on how to elevate design standards, integrate AI into prototyping, and champion research-driven UX practices across the organization.

Cricut — Lead UX Designer 2020 to 2024

Cricut is the industry leader of cutting machines – powered by a software platform that inspires creativity for 8M users worldwide. cricut.com

- + Delivered intentional end-to-end product design for feature sets focused on subscriptions, user engagement, search conversion and e-commerce.
- + Led the transition to Figma and mentored junior designer to grow talent.
- + Boosted purchase conversion by a 34% through redesigning the D2C shop cart & checkout, optimizing for mobile e-commerce and UX best practices.
- + Designed and launched search features, achieving a 33% increase in keyword conversion, meaning 72% of users found results within a session.

Turkey & Reuben — Co-owner and Designer 2021 to 2022

The small business I started to find community through initiative & design.

- + Designed the line of apparel, UX/UI of the website, and managed all business operations including financial and inventory planning.
- + Drove sales of 750+ custom hats and apparel products through art markets, strategic partnerships, wholesale, and online shop.

Swim Interaction Design — UX Designer 10.2018 to 01.2020

A boutique UX agency in San Francisco, known for high standards & design craft.

- + Managed multiple client projects across agriculture, cosmetics, and retail industries, spanning both enterprise tools and B2C apps.
- + Delivered detailed prototypes for user research and implementation.

User experience designer and product strategist, recognized for delivering thoughtful design and research for complex enterprise and consumer apps for 8+ years.

My passion lies in intentional, authentic, and creative problem solving at work and in my day to day. I am looking to contribute to and mentor a design-loving team. Let's work together.

EDUCATION

BOSTON | MAGNA CUM LAUDE

Northeastern University

B.S. Marketing & Interactive Media

COMMUNITY

2025

Friendly Visitor DOROT NYC

2022- 2024

Sirovitch Senior Center NYC

2019- 2022

Ruth's Table San Francisco

TOOLS & SKILLS

Cursor, Cline, AI Code Prototyping
Figma

Wireframing & Prototyping
Concept Visualization

UX Audits & UX Research

Agile Development Support

Mobile Design iOS / Android

Design & Systems Thinking

Graphic Design / UI

User Experience / Product Design