NA
PRODUCT DESIGN

Noor Almasi

Senior Product Designer

Design systems, complex tools, and the messy middle between research and shipping.

CONTACT

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CRAFT

- Interaction design — 95
- Design systems — 90
- User research — 78
- Prototyping — 85
- Motion — 62
- Front-end — 70

TOOLKIT

Figma · Framer · Storybook · Principle · HTML/CSS · React · Dovetail · Maze · Blender

LANGUAGES

- Dutch ●●●●●
- English ●●●●●
- Arabic ●●●●○
- German ●●●○○

BEYOND THE DESK

Letterpress printing, long-distance cycling, and teaching an evening class in interface typography at the municipal design school.

PROFILE

Product designer with nine years shaping data-dense software for people who use it all day — schedulers, analysts, clinicians. I run my own discovery, prototype in code when that is faster, and care more about a shipped flow that reduces error rates than a portfolio shot.

EXPERIENCE

Senior Product Designer — 2022 — present
Kestrel Health · Amsterdam

- Lead designer for the clinical scheduling suite used by 4,200 staff across eleven hospitals.
- Redesigned the shift-swap flow: completion rose from 61% to 94%, support tickets fell four fifths.
- Own the Kestrel design system — 84 components, versioned tokens, shared contribution process.

Product Designer — 2019 — 2022
Meridian Analytics · Rotterdam

- Designed the query builder and dashboard editor for a BI product with 30,000 monthly users.
- Ran a twelve-week study with power users that reshaped the product's information architecture.
- Introduced design critique and a shared component library, halving handoff rework.

Designer — 2017 — 2019
Studio Vandermeer · Utrecht

- Brand and interface work for museums, a public broadcaster and two festivals.
- Art-directed wayfinding across a 14,000 m² exhibition space.

SELECTED PROJECTS

Ward Board
KESTREL HEALTH · 2025
Real-time bed-management wall display, legible at six metres and safe for colour-blind viewers.
Handover time down 22 minutes per shift.

Atlas Design System
MERIDIAN ANALYTICS · 2021
Tokens, components and docs as one versioned package, adopted by four products.
New screens built 3× faster.

Rijnstad Wayfinding
RIJNSTAD MUSEUM · 2018
Bilingual signage and floor plans for a listed building with an awkward route.
Visitor 'got lost' reports halved.

Field Notes
SELF-INITIATED · 2024
Open-source pattern library for offline-first data entry on rugged tablets.
1,900 stars, used by 12 teams.

EDUCATION

MA, Information Design — 2015 — 2017
Design Academy Eindhoven

BDes, Graphic Design — 2011 — 2015
Willem de Kooning Academy, Rotterdam

RECOGNITION

Dutch Design Award, Digital
Dutch Design Foundation · 2024

Interaction Award, shortlist
IxDA · 2023

Best in Show, Wayfinding
European Signage Biennale · 2019

Young Designer Grant
Creative Industries Fund NL · 2017