

Noor Haddad

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Product Profile

Product design leader shaping complex fintech and identity products into clear, trusted customer experiences. Builds strong teams, durable design systems, and evidence-led product practices from discovery through launch.

Selected Impact

- **+22% activation:** Reframed business onboarding around progressive verification and clearer recovery paths
- **-34% support demand:** Unified account permissions into one understandable access model
- **3× delivery speed:** Introduced a shared design and research system across six product squads

Experience

Director of Product Design

Common Thread Financial Ltd. · London

2021 – Present

- Leads 14 product designers and researchers across onboarding, payments, risk, and platform foundations
- Partnered with product and compliance leaders on a two-year experience strategy serving 180,000 businesses

Principal Product Designer

Fieldnote Identity Ltd. · London

2017 – 2021

- Designed consent and recovery experiences used by 9M verified accounts
- Established the company's first continuous research program and accessibility standard

Portfolio

Business Verification Without Dead Ends

noorhaddad.design/verification

2024

- Case study covering systems mapping, prototyping, service design, and measured launch outcomes

Skills and Education

Product strategy · Design leadership · Service design · Research systems · Accessibility

M.A. Interaction Design

University of the Arts London · London

2014