

NOOR RACHID

TECHNICAL PRODUCT & GROWTH GENERALIST

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PROFESSIONAL PROFILE

Product-minded growth generalist combining human-centered UX design, computer science, and AI-enabled product execution. Demonstrated success identifying customer friction points, prototyping web and mobile workflows, and orchestrating conversion gains. Experienced across full-funnel activation, qualitative and quantitative research, high-impact branding, and shipping practical AI-driven digital experiences.

RELEVANT EXPERIENCE

Nood Coffee | Design Consultant & Brand Strategist 2023 – Present

- Led end-to-end digital redesign across website architecture, messaging, and SEO fundamentals following competitive and user research; increased bookings by **30–40% year-over-year** across a 3–4 month evaluation window.
- Analyzed direct customer-source attribution feedback to map acquisition channels, systematically shifting discovery from word-of-mouth reliance toward high-intent organic search and social channels.
- Designing a mobile app for mobile ordering, customer loyalty, event-booking, and pickup experiences.

Valoi | UX/UI Design & Front-End Intern 2026 – Present

- Architect and implement core user-facing flows for an AI platform converting literature into cinematic content, collaborating directly with engineering to ship responsive web and app components.
- Conduct usability sessions and iterate on front-end interfaces to minimize multi-step generative workflow drop-off and maximize daily engagement.

Twitter / X | Design & Research Intern 2022

- Contributed to research and UX initiatives targeting global Bookmarks engagement, diagnosing friction points through usability studies, journey mapping, and interactive Figma prototypes.
- Synthesized behavioral user feedback into actionable interface specifications delivered directly to core product teams.

SFUSA | Project Coordinator & Graphic Designer 2019 – 2022

- Launched and scaled an e-commerce platform for a nonprofit organization, overseeing CMS platform selection, catalog taxonomy, budget allocation, and multi-channel promotional campaigns across email and social.

SELECTED PRODUCT PROJECT

Pathzn | Founder / Product & Growth 2026 – Present

- Building an AI-native consumer product converting saved social videos into actionable step-by-step roadmaps; architected onboarding flows, activation signals, smart contextual prompts, and retention growth loops.
- Engineered full technical pipeline using Supabase, OpenAI APIs, OCR, and speech-to-text to extract structured insights from video transcripts and translate them into functional, interactive workflows.
- Instrumented end-to-end event analytics and cohort tracking using PostHog and Segment to evaluate funnel conversion and run iterative activation experiments.

GROWTH, PRODUCT & TECHNICAL SKILLS

Growth & Product:	Funnels, Conversion Optimization (CRO), Activation, Retention, Lifecycle Journeys, Experimentation, Acquisition, SEO Fundamentals
Growth Stack:	PostHog, Segment, Hex, Zapier, Clay, Mixpanel, REST APIs, Webhooks (hands-on product instrumentation via Pathzn)
Technical & AI:	HTML/CSS, JavaScript, Python, Supabase, LLM Workflows, OpenAI Prototyping, OCR, Speech-to-Text (Whisper), Vision
Research & Analytics:	User Interviews, Usability Testing, Surveys, Behavioral Analysis, Research Synthesis, Qualtrics, SPSS
Design & Prototyping:	Figma, Design Systems, Miro, Rapid Prototyping, Information Architecture, Adobe Creative Cloud, Cross-functional Leadership

EDUCATION

Northwestern University — M.S., Information Design & Strategy (Human-Centered / UX Design Track) • GPA 4.0 / 4.0	2026
Lewis University — B.A., Design (Interaction Design Focus), Minor in Computer Science • Summa Cum Laude • GPA 4.0 / 4.0	2023