

## Joosep Noorväli

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### SUMMARY

5+ years designing digital products in regulated domains, including fintech and lending, for 100k+ users. Led end-to-end product design, delivering mobile-first experiences and scalable systems.

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### EXPERIENCE

#### Product Designer · Modena

Jan 2021 – Dec 2025 · Tallinn, Estonia

- Lead Product Designer in a 5-person cross-functional team (CEO acting as PM, architect, 2 engineers) for a regulated lending platform serving **100k+ users**.
- Led discovery and launch of Investor platform; **€3.5M+ funded** in year one.
- Redesigned BNPL flow, reducing loan verdict time to **<60 seconds**.
- Contributed to **100% YoY growth** in loan volume and user base through lending flow optimization.

#### UI/UX Designer · Element

Oct 2019 – Present (*Occasional projects*) · Tartu, Estonia

- Independent UX consulting for small e-commerce teams (2–10 employees), delivering audits and interface improvements in collaboration with founders and marketing teams.

#### Associate Lecturer of Web Design · Estonian Academy of Arts

Oct 2020 – May 2025 · Tallinn, Estonia

- Designed and taught a web portfolio curriculum for product design students helping them get internships and Erasmus+ study abroad opportunities.

#### Teacher of Creative Coding · Estonian Academy of Arts

Mar 2020 – Jun 2020 · Tallinn, Estonia

- Creative visual explorations using p5.js for first-year digital product designers.

#### Freelance Graphic Designer

Jul 2010 – Sep 2019 · Tallinn, Estonia

- Providing graphic design and web design services for Estonian startups and SMBs. (e.g. RASK, Avita, Aatrium, Eesti Loto, Remet, Wellbiome, Gridens, Isamaa etc.)
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### EDUCATION

#### Master of Arts, Interaction Design

Estonian Academy of Arts · 2019 – 2021

#### Bachelor of Arts, Graphic Design

Estonian Academy of Arts · 2015 – 2018

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### SKILLS

Product Design, Interaction Design, Design Systems, Prototyping, Product Strategy, Product Discovery, Cross-Functional Collaboration, Usability Testing, Mobile-First Design

### TOOLS

Figma, HTML/CSS, Claude Code, Storybook, Google Analytics, NotebookLM, Jira, Confluence

### LANGUAGES

Estonian (Native), English (Full Professional), Finnish (Limited Working)