Matthew Nazarian

Product Designer • Toronto • English/French
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About

I'm a designer, researcher, and consultant based in Toronto with a background in Human Computer Interaction and Life Sciences. I work across the full product design process, from research and strategy through to prototyping and implementation, with enough technical fluency to see ideas through to the final build. Most recently I was the sole designer at a health-tech startup, where I took the product from prototype to its first paying customers.

Core Skills

Product Design: User flows, wireframes, prototypes, and UI · Design systems and component libraries · Interaction and usability · Accessibility (WCAG) · Clear specs and developer handoff

Research: User and stakeholder interviews · Usability testing · Competitor research · Synthesizing findings · Journey mapping

Design Strategy: Product strategy · Self-serve sign-up and onboarding flows · Roadmapping and prioritization · Information architecture

Tools: Figma · Figma Make · FigJam · Miro · Claude · Claude Design · Cursor · Claude Code · ChatGPT · React · Next.js · Vite · WordPress · Python · SQL · Power BI · Excel

Work Experience

NERON AI • Product Designer

March 2026 – Present, Oakville, ON

NERON AI is a brain health platform that measures cognitive performance through proprietary movement-based assessments, translating how your body moves into a clinically meaningful picture of how your brain is functioning.

- Took the product from a rough prototype to a finished app, as measured by its first paying customers signing on within four months, by working as the only designer at a 12-person company and owning every screen and flow on iOS and Android, including a comprehensive redesign of the entire platform over three rounds.
- Replaced a manual, sales-led sign-up with a self-serve one, as measured by new users being able to sign up and try the app on their own without a sales call, plus 10 to 12 organizations starting paid pilots (including Defence Research and Development Canada), by designing the full path from the website through a free trial, the first in-app test, and finally converting to a paid subscription.
- Designed the results screen and the flow right after a first test, as measured by a clear path from a user's score straight to the upgrade step, by studying eight competing products and building the screen around a single score that people could understand at a glance.
- Replaced a planned 24-step tooltip tutorial with a simple 11-screen setup wizard, as measured by a shorter, less cluttered setup that still collected the details we needed, by designing a flow that asks a few questions in plain conversation and explains how the product works along the way.
- Wrote clear handoff documents for every major feature, as measured by the five-person overseas dev team building and shipping every one without guesswork, by turning designs into step-by-step specs and using Figma, Claude, and Cursor to move quickly from idea to working prototype.

Reviewer.ly • Product Designer

Sept 2025 - Feb 2026, Toronto, ON

Reviewer.ly is a UofT backed start up that uses AI and deep learning to match manuscripts, grant proposals and funding applications with expert peer reviewers across a database of 250M+ works.

- Redesigned and rebuilt the company's website from end to end, as measured by the delivery of its first cohesive web presence spanning information architecture, visual design, and a custom WordPress theme, by developing a reusable component library with Codex and Claude Code that kept the site consistent and scalable as new pages were added.

OCAD University • Product and Service Designer

Sept 2023 – Apr 2025, Toronto, ON

OCAD University is Canada's largest and most established university dedicated to art and design education, research, and practice, located in Toronto.

- Designed OCAD U's first administrative analytics system, as measured by the consolidation of 119 fragmented reports into three self-service dashboards, a 97% reduction in reporting complexity, by leading a year-long research process that included 15 stakeholder interviews, usability studies, and iterative prototyping.
- Drove university-wide adoption of the new system, as measured by 100% uptake among intended stakeholders including the University President and Board of Directors, by delivering a solution whose measurable impact earned the Employee Excellence Award.

Education

OCAD University | **Master of Design (M.Des)** - Digital Futures & Human Computer Interaction: GPA 4.0
Graduate Thesis: **Story Forge**: Transforming Books into Interactive Text-Adventure Games using Local Large Language Models.

McMaster University | **Honours Bachelor of Science (B.Sc Hon.)** - Life Sciences and Physical Sciences: GPA 3.9