

SAEED GHAYOOMIEH

Senior Product Designer | AI-Native Builder | Co-founder | 15+ Years Across AI, FinTech, Banking, Media & Marketplace

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PROFESSIONAL SUMMARY

Senior product designer with 15+ years shipping AI-powered, high-trust products at scale — banking apps for 20M+ users (Bank Pasargad, rating 3.0 → 4.8, #1 in market), a 25M-user social TV platform (Telewebion), a crypto trading product (Dovinance), and an AI marketplace I co-founded (Glue Solutions Inc., Vancouver, BC). I work AI-native: build prototypes with Figma AI, ship production frontend code through Claude Code and Cursor, and submit PRs directly into the codebase. Track record building design systems from zero, mentoring teams (4 → 13 designers), and partnering deeply with engineering, product, and research. Comfortable in ambiguity, opinionated about craft, and motivated by experiences that have to be intuitive, beautiful, and emotionally right — not just functional.

KEY SKILLS

AI-Native Design Practice: Agentic Experience (AX), Multi-agent UX, Conversational AI, AI-Accelerated Prototyping, Trust & Safety UX, Confidence & Uncertainty Visualization, Escalation Models for AI-Assisted Experiences, LLM Integration

Designs + Ships in Code: Claude Code, Cursor, Figma AI / Figma Make, Submitting PRs to Production, React (AI-assisted shipping), HTML/CSS, Component Architecture Opinions

Product Design Process: End-to-end Ownership, Strategic Vision, User Research (Generative + Evaluative), Persona Development, Journey Mapping, Wireframing, Interactive Prototyping, Usability & A/B Testing, Information Architecture

High-Stakes & Regulated Domains: Banking, FinTech, Cryptocurrency, Healthcare-adjacent Trust, Compliance & Regulatory UX, KYC, Marketplace Operations

Design Systems & Craft: Figma Variables & Tokens, Component Libraries (80+ to 120+ components shipped), Motion Design, Pattern Documentation, Accessibility (WCAG 2.1 AA), LTR/RTL Bidirectional Design

Consumer Product at Scale: Mobile (iOS/Android), Native, Web, PWA, TV, 0→1 New Products, Trust & Clarity UX, Personalization, Activation & Retention

Leadership & Mentorship: Managed teams of 4 and 13 designers, Hiring, Critique, Craft Standards, Cross-functional Partnership (Product, Engineering, Research, Data, CX), Storytelling to IC → C-Suite

Tools: Figma (Advanced) · Figma Make · FigJam · Miro · Sketch · Adobe XD · Adobe Creative Suite · Claude Code · Cursor · Figma AI · Anthropic API · HTML/CSS

PROFESSIONAL EXPERIENCE

Co-founder & Lead Product Designer | Glue Solutions Inc.

Vancouver, BC, Canada (Remote from Istanbul) | 2025 – Present

- Co-founded an AI-first marketplace serving 21+ municipalities across BC's Lower Mainland (gluelinks.ca). I own product design, AX strategy, and end-to-end build with a 3-person founding team.
- Designed and shipped the AI Concierge — a 9-state conversation system that scopes work through natural language, analyzes photos, and routes through a multi-agent matching layer with explicit user-control and human-escalation patterns.
- Designed two surfaces in parallel: gluelinks.ca (consumer intake) and pro.gluelinks.ca (data-heavy operator portal), sharing one component library.

- Ship production frontend code via Claude Code and Cursor — design intent goes from Figma to PR in the same session.
- Built brand, design system, and motion language from zero.

Senior Product Designer & AX Lead | Sheyda — AI-Powered VOD (Iran's First)

Tehran (Remote) | Jul 2023 – Present

- Founded and lead the UX-AI working group at Iran's first AI-powered VOD platform — defined AI-native interaction patterns that drove 100K+ users in week one.
- Shipped the AX framework: conversational state, intent recognition, content tagging with explainability, multi-turn refinement, trust & safety UX, failure-state patterns.
- Owned research end-to-end (interview design through synthesis through decisions) for high-ambiguity AI-product problems.

Lead Product Designer | Dovinance — Fintech & Cryptocurrency Platform

Remote | 2024 – 2025

- Designed end-to-end mobile experience for high-stakes crypto wallet and real-time trading dashboards serving 50,000+ B2C users — translated regulatory KYC, custody, and risk requirements into clear, accessible flows.
- Architected a Figma design system with 120+ components, semantic tokens, typography scale, motion patterns, and LTR/RTL bidirectional support, reducing cross-platform inconsistencies by 40%.
- Ran 18 A/B tests on activation and transaction flows; iterated based on funnel drop-offs and behavioral data, cutting development rework by 35%.

Senior Product Designer (Remote, Contract) | Proxify — Stockholm

Remote | Jun 2021 – 2024 · 4 yrs

- Led product design for 12+ enterprise and scale-up clients across FinTech, AI, aviation, and industry — owned end-to-end strategy in ambiguous, fast-moving environments.
- DecarbAI (AI-driven adaptive energy platform): designed data-driven dashboards and AI-personalization patterns, cutting energy consumption 60%.
- Cordel (industrial workflow management): translated a manual Excel-based workflow into a scalable web app, achieving 3x faster processing.
- Cubus Technology (airline e-commerce + logistics): built a modern design system and adaptive workflows, increasing user conversion 25%.

Senior Product Designer | Telewebion — Iran's First & Biggest Social TV (25M Users)

Tehran (On-site) | May 2020 – Apr 2021

- Led UX strategy for a 25M-user consumer platform spanning mobile, web, PWA, and TV.
- Managed and mentored 4 designers, gave feedback that made their work measurably better, established the company's first design sprint, journey-mapping, and critique practice.
- Built and shipped the company's first cross-platform design system (80+ components) with full RTL/LTR bidirectional compatibility — from zero.
- Designed 300+ UI prototypes; ran 15+ rounds of usability and A/B testing.

User Experience Design Team Lead | Dotin — Banking & Financial Services (20M+ Users)

Tehran (On-site) | Jun 2014 – May 2020 · 6 yrs

- Managed and mentored a 13-person UX team redesigning banking products used by 20M+ users across 5+ major Iranian banks.
- Translated regulatory and tax-driven complexity (account opening, KYC, transfers, reconciliation, statements) into clear, accessible workflows.
- Personally pitched and secured Iran's largest banking UX contract, earning company shares.

- Led the Bank Pasargad mobile and internet banking redesign (2015–2016) as the sole designer: rating moved 3.0 → 4.8, 1M+ downloads, customer acquisition +20% MoM for a year, #1 in Iranian mobile banking search.
- Built and scaled Dotin's internal UX Lab combining Design Thinking, Google HEART, and Jared Spool's UX Outcome method into standard practice.

User Experience Designer | Sigma Company

Tehran (On-site) | Jun 2012 – Jun 2013

- Designed early-career B2B and B2C interfaces; foundational UCD practice.

EDUCATION & CERTIFICATIONS

MSc. Business Administration — University of Tehran (2020–2022)

UX Management Certificate — Interaction Design Foundation (2018)

CIW Web Design Specialist — ISIRAN (2010–2011)

Design and Applied Art — Yerevan, Armenia (2000–2002)

Google UX Design Professional Certificate — Google / Coursera

LANGUAGES

Persian (Farsi): Native | English: Professional (B2+) | Turkish: Intermediate