JAVARIA SAEED | SENIOR PRODUCT DESIGNER

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EXPERIENCE

Senior product designer at Synechron - *Apr. 2025 - Ongoing (London, UK)*

Led the claims platform from discovery through launch, owning product strategy, information architecture and UX execution. Ran user research, UX-led sprint planning and stakeholder demos and kept product decisions grounded in commercial goals and available resources.

- Designed the new RiverStone claims portal for adjusters covering claim creation, search and financial tracking, replacing a 40-year-old complex legacy system.
- Mapped end-to-end service journeys to find pain points and bottlenecks, then ran workshops with users to rework the flow.
- Measurably improved UX for day-to-day claim workflows with fewer steps, scannable dashboard summaries, stronger error handling and autofill so adjusters intervene less.
- Co-facilitated a standardisation forum across the teams building the platform and ran AI-assisted design audits to close accessibility and pattern gaps, so the interface reused the same components and both UX and engineering spent less time reinventing them.

Product designer at Grubtech - *May. 2023 - Aug 2024 (Dubai, UAE)*

Led product design team across the platform, shaping design strategy, roadmap and OKRs with product and engineering, and setting sprint priorities with the PM and Engineering Manager against team capacity. Worked with AI engineers to decide where intelligence should sit in the product. Led day-to-day design operations, taking the design squad through discovery, definition and delivery.

- Evolved Grubtech's design framework so all 22 Grubtech products sit in one coherent ecosystem, and shipped multiple launches on agreed agile timelines.
- Took an AI-powered digital menu and ordering assistant from concept to launch, helping diners skip menu doomscrolling and make faster, personalized choices.
- Took a second AI product from concept to launch: operational dashboards that surface issues quickly, with intelligence to predict demand patterns, flag inventory needs, extrapolate sales and produce competitor analysis.
- Owned end-to-end design for 16 core products across order, menu and delivery management, POS, kitchen display, fleet management, aggregator integrations, automated routing, reporting and multi-location control.

UI / UX Designer at Zendy - *Jul. 2022 - Apr. 2023 (Dubai, UAE)*

Led product design for Zendy's research platform as the sole designer, shaping product priorities with the PM and ML engineers, and co-created a phased feature delivery plan.

- Designed AI Insights on search results so each paper carries a short standalone summary researchers can skim, and a personalized recommendations feed that uses chosen fields of study to surface top-rated new papers.
- Led workshops to ideate AI interventions on the platform, then took ZAIA — Zendy's domain-specific research assistant — from concept to launch, designing the interface end-to-end.

Product Designer at Alinon - *Feb. 2021 - Jul. 2022 (New York, USA - Remote)*

Worked with clients across e-commerce, FinTech, EdTech, MedTech and SaaS, designing web and mobile products from discovery through delivery.

- Led ideation and design workshops, and presented product work and design decisions to stakeholders, folding their feedback back into the work.
- Produced user flows, journey maps, service blueprints, competitor analysis and wireframes for each engagement, then built high-fidelity interactive prototypes for client demos to validate complex user flows before build.
- Worked with a team of eight designers to deliver across concurrent projects, and set up internal design reviews so the group critiqued work in progress.

Product Designer, Freelance - *Sep. 2019 - Feb. 2021*

Optaxe: Fintech - *Product designer*

- Conducted the design process for Optaxe, an innovative FX options platform.
- Worked with the Product managers to brainstorm and conceptualize the idea of a centralized trading system.
- Actively participated in defining strategy, roadmap, and OKRs.
- Created the trading dashboards in light and dark versions, studied trading documents to create an intuitive trading flow between Hedge funds and banks.

What's Popin: Social Media Application - *Product designer*

- Led Popins' interface design, an innovative mobile application to enhance local business revenue streams. Was the sole designer responsible for designing across iOS, Android, and the web.
- Created design system, branding guidelines, pitch decks, and 200+ screens for Explorer and business app.
- Conducted Hotjar screen testing and interviews to understand the user pain points.

WAM Digital: Digital solutions platform - *Product designer*

- Worked with the product manager to align the project scope and priorities.
- Developed multiple wireframes and iterations to get stakeholder feedback on their preferences.
- Created a modern online platform that showcases WAM Digital's services in the marketing industry which led to increased website traffic and engagement.

Polygen: Fundraising platform - *Product designer*

- Created a permissionless Web3 launchpad designed to fund innovation in a truly decentralized manner. Worked alongside the development and strategy team to manage the implementation.
- Carried out competitor analysis that assisted in designing dashboards with an intuitive flow to conduct investments, enabling users to seamlessly navigate the platform.

Hopetalia: MedTech - *Product designer*

- Led the product side from start to finish by aligning team members & stakeholders. Worked with 2 designers to ensure a strong design system that met both the immediate & future needs of the business.
- Conducted interviews and focus groups with 26 participants, and created 150+ screens for doctors and patients app. For in-depth insights, I conducted elaborate usability testing that included eye gaze testing and customer satisfaction analysis tests.

Un1on: Member engagement software - *Product designer*

- Strategized the product scope with product managers.
- Researched and created the UI of a comprehensive member engagement platform for unions and associations resulting in a 15% boost in community marketplace engagement.
- Carried out customer satisfaction analysis with 50 participants with various demographics to understand user needs and pain points.

Run by ideas: Program management platform - *Product designer*

- Led the project with the Product managers to align the priorities with stakeholders, identify opportunities, and drive engagement.
- Designed a seamless user experience for Run by Idea, a Jira plug-in, across mobile and web platforms.
- Additionally, created a user-friendly website for Run by Ideas.

ViewSpection: Inspection platform - *Product designer*

- Brainstormed and created a UI redesign and user flow optimization of ViewSpection's web and mobile apps.
- Presented product presentations and design decisions to stakeholders while incorporating their valuable feedback.
- Conducted interviews with 20+ users (field staff/ inspectors) to understand their pain points before incorporating the feedback.

EDUCATION

M.Sc. in User Experience Engineering from Goldsmiths, University of London - *London, UK*

B.Arch. in Design and Architecture from Bilkent University - *Ankara, Turkey*

SKILLS

- **Product design:** Data-informed design, Design system, Growth design, UI/UX design, User research, A/B testing,User interviews
- **Prototyping and AI:** Figma Make, Claude Design, Grok, terminal-based AI prototyping
- **Strategy & Workshop:** Design Sprints, UX Workshops, User Journey Mapping, Data Analysis
- **Leadership:** Mentorship, stakeholder management, product strategy

CERTIFICATIONS

Google Career Certificates - Build Wireframes & Low-Fidelity Prototype | Conduct UX Research and test Early concept | Create High-Fidelity Designs and prototypes | Foundations of User Experience (UX) Design | Start the UX Design, Empathize, Define, Idea

Interaction Design Foundation (IxDF) - AI for designers

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