

SAEED E AGAHI

Senior Product Designer | B2B & B2C | SaaS, AI & Data-Intensive Platforms | AI-First Workflow

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SUMMARY

Senior product designer with 7+ years across B2B and B2C products, from a payments super-app with 2M+ registered users to AI platforms for investment research and risk monitoring. For the past four years, sole product designer at a GenAI startup, owning design from research and requirements to the design system, usability testing and release. AI is part of every stage of the workflow, from research synthesis to working prototypes in code. Quick to learn new domains, from payments to supply-chain risk and investment research.

EXPERIENCE

Product Designer — Syenah GmbH, Eschborn, Germany · Remote | Nov 2022 – Present

GenAI startup building AI-powered risk and financial intelligence platforms.

- Sole product designer for SyFin and Risk Sentinel, working directly with the founders and the AI, data and engineering teams from early concept to release.
- Designed SyFin, an AI research platform for investors, from first concept to public launch in 2026: web app, dashboards, watchlists, alerts, and iOS and Android apps approved by both app stores and ready for release.
- Designed Deep Analyst, SyFin's AI research assistant, which backs its answers with cited sources. Its citation pattern became the standard across SyFin's AI-generated briefs.
- Designed the web and mobile apps for Risk Sentinel, a risk-monitoring platform for banks, asset managers and companies.
- Built a token-based design system incorporating accessibility guidelines, used across the whole product.
- Built working prototypes in code with Cursor and Claude to test and demo features before development.
- Ran usability tests before feature releases.
- In the absence of a dedicated product manager, took on product responsibilities: defining requirements, planning the frontend team's tasks in Jira and reviewing implementations against the designs.

Product Designer — EBCOM, Tehran, Iran · Remote | Nov 2020 – Aug 2022

Fintech company in the MCI group, Iran's largest mobile operator. One of five product designers.

- Designed the digital wallet in Ewano, a payments super-app with 2M+ registered users, and owned its payment features: card-to-card transfers, bill payment, mobile top-ups and data packages.
- Helped extend the team's UI kit into a more consistent design system.
- Worked closely with the product manager, product owner and UX researcher, and contributed to user research throughout the design process.
- Designed selected flows for Bamazood, EBCOM's online grocery app.

UI/UX Designer — ZarinPal (part-time), Tehran, Iran · Hybrid | Jan 2019 – Oct 2020

Online payment gateway in Iran.

- Designed end-to-end flows and interfaces for INNODAX, a ZarinPal-backed peer-to-peer crypto exchange: buying and selling, wallet, transactions and account management.
- Worked closely with the product manager and developers through development and launch.

SKILLS

- **AI-first workflow:** briefs and problem framing, research and synthesis, personas and affinity maps, user flows, design exploration, working prototypes in code
- **Product design:** end-to-end product design, interaction design, information architecture, design systems, UX for AI products, data visualization, web and mobile (iOS/Android), accessibility (WCAG)
- **Research:** user and expert interviews, usability testing, surveys, competitive analysis, journey mapping
- **Domains:** fintech (payments, wallets, crypto), AI products, data-intensive B2B SaaS, B2C mobile apps
- **Tools:** Figma, Claude, Cursor, Codex, FigJam, Miro, HTML/CSS (fundamentals)

CERTIFICATIONS

- AI-Native Designer, MarziUXD (2026)
- AI Coding, Memorisely (2026)
- UX Design & UI Design, Amanj Academy (2020)
- Advanced UI/UX Design & UI Design, Laitec (2019)

EDUCATION

- BA, English Language & Literature, Shahid Beheshti University
- BA, Public Relations & Advertising, Islamic Azad University

LANGUAGES

- **English:** C1 (full professional proficiency)
- **German:** A1
- **Persian:** Native