

Hamed Sattarian

Senior Product Designer | B2B SaaS, AI Products & Design Systems

Istanbul, Türkiye | hamed.stn@gmail.com | +90 543 161 86 33

Portfolio: sattarian.com | linkedin.com/in/hamed-sattarian | behance.net/hamedstn

PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience in B2B SaaS, AI products, and complex web and mobile workflows. Designs interfaces that help people understand operational data, navigate business rules, and stay in control of automated systems. Combines design systems, product discovery, and team leadership, with remote experience across European and US teams.

SKILLS

Product Design: User research, journey mapping, service flows, information architecture, interaction design, prototyping, usability testing, UX writing.

Design Systems: Components, auto layout, variables, design tokens, variants, accessibility, developer handoff.

Design Leadership: Team mentoring, design reviews, shared standards, product prioritization.

Design Domains: B2B SaaS, AI product UX, operational dashboards, InsurTech, web, mobile, kiosk.

TOOLS & SOFTWARE

Figma, FigJam, Framer, Claude, Claude Code, Jira, Notion, WordPress, HTML, CSS/Sass.

PROFESSIONAL EXPERIENCE

Lead Product Designer | Xpertell

2026 - Present

Travel experiences marketplace | Netherlands | xpertell.com

- Lead product redesign for a travel marketplace combining recommendations from real people with AI.
- Focus on page structure, interface clarity, and user flows for discovering and buying city and leisure experiences.

Senior Product Designer | Bandora Systems

2024 - 2026

AI energy management SaaS | Contract | Remote, Portugal | bandorasystems.com

- Designed operational dashboards for facility managers and executives to monitor **6+ HVAC device categories** across multiple buildings, with clear data hierarchy, alerts, and device states.
- Designed scheduling, manual controls, automation states, and exception flows so users could understand and manage AI-driven building operations.
- Reduced design-engineering collaboration time by **40%** with a shared Figma design system, reusable components, tokens, and documented standards.
- Cut prototype iteration cycles by **30%** using interactive Figma prototypes for stakeholder feedback before development.
- Rebuilt the company website in Framer, revising page structure, navigation, and calls to action.

Freelance UI/UX Designer | Insuramax

2023 - 2024

InsurTech startup | Remote, USA | insuramax.com

- Led UX/UI design for an insurance platform connecting carriers, agents, policyholders, and organizations, from discovery and flow mapping to interactive prototypes.
- Designed quote generation around coverage types, eligibility rules, and user roles; mapped policy issuance, renewals, amendments, and endorsements while preserving required business and regulatory logic.
- Created role-based dashboards, reusable components, and development handoffs documenting interface states, decision branches, and edge cases.

PROFESSIONAL EXPERIENCE (CONTINUED)

Head of Design | Orangery

2022 - 2024

Coworking management SaaS | Remote, Germany | app.orangery.io

Case study: sattarian.com/case-study/orangery

- Led UX/UI design for **20 shipped OrangeryOS features** across web dashboards, mobile apps, and kiosk interfaces over two years.
- Built a Figma design system adopted across three platforms, standardizing components, tokens, interaction patterns, and documentation for both designers.
- Led a **two-person design team**, mentoring the junior designer through weekly reviews, structured feedback, and shared component documentation.
- Standardized handoffs with five engineers and one QA specialist through component annotations and naming conventions; used usability findings to inform product priorities.

Co-Founder / Product Designer | Defaro

2021 - 2022

B2B product studio

- Co-founded a B2B product studio; translated user and market research across **3+ service lines** into product strategy, core flows, and design documentation.

Freelance UI/UX Designer | Self Employed

2020 - 2021

International clients

- Designed and delivered responsive e-commerce websites across automotive retail, beauty, and consumer goods, combining UX/UI design with HTML and CSS implementation.

UI/UX Designer | Mega Business Group

2018 - 2020

Consumer digital products

- Contributed to a **25% reduction in QA revision cycles** through detailed handoff documentation and implementation specifications for consumer-facing web interfaces.

UI Developer | 2nate

2015 - 2018

Consumer-to-consumer platform

- Designed and implemented website pages from user research and wireframes through high-fidelity UI and HTML/CSS, maintaining consistent interfaces across the platform.

INDEPENDENT PROJECTS

Lernook

2026

Independent project | MVP in testing | lernook.me

- Designed a platform for time-limited learning and event boards, defining creator and learner roles, onboarding, access rules, and core journeys. Produced the PRD, data model, and security specifications.

Kantact

2026

Independent project | MVP in testing | kantact.com

- Designed an event networking MVP where attendees join via a link, discover other guests, save contacts, chat, and share media without installing an app.

EDUCATION

Bachelor of Information Technology | Qazvin Islamic Azad University (QIAU) | 2011 - 2015

LANGUAGES

English: Professional working proficiency | Persian: Native