

Hamed Sattarian

SENIOR UI/UX DESIGNER · DESIGN SYSTEMS · PRODUCT LEADERSHIP · DATA-DRIVEN DESIGN

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Istanbul, Turkey (Open to Relocation)

PROFILE

Senior UI/UX Designer with close to a decade of experience building complex B2B SaaS products, including AI dashboards, multi-role interfaces, analytics platforms, and data-heavy workflows. I design intuitive interfaces grounded in data-driven thinking, combining user feedback, usability testing, and behavioral signals to make decisions that are both visually strong and measurably effective. I build design systems because I have seen what happens without them. I work closely with engineers and cross-functional teams because that is where most product decisions actually get made. I am comfortable presenting and defending design decisions to stakeholders at any level, and I care about mentorship because the best teams I have been part of were ones where everyone was actively getting better. I bring AI tools and methods into my design process to accelerate research synthesis, sharpen ideation, and improve iteration speed without sacrificing craft. My work sits at the intersection of systems thinking, process improvement, and human-centered design.

EXPERIENCE

Senior Product Designer — UI/UX & Art Direction

2024 – Present

Bandora Systems · AI SaaS · Remote, Portugal

- Sole designer with full ownership across the web platform, native mobile app, role-based dashboard, and marketing site, covering all UI/UX output with complete creative and product design responsibility.
- Designed a centralized real-time analytics dashboard for facility managers and executives to monitor 6+ HVAC device categories across multiple locations, focusing on clear data hierarchy, visual consistency, and fast decision-making under high information density.
- Led UI design for complex AI-powered dashboards, translating high-density data and multi-location analytics into intuitive, role-specific interfaces built for fast decision-making.
- Established feedback loops with product and engineering teams to support data-driven design decisions, incorporating user behavior insights, usability testing results, and analytics signals into ongoing design iterations.
- Built and maintained a full design system covering the Figma component library, style guide, spacing and typography tokens, and interaction patterns. Adopted across 3 platforms and 2 designers, it reduced cross-functional collaboration time with engineering by 40%.
- Created advanced interactive prototypes in Figma, reducing prototype iteration cycles by 30% and speeding up stakeholder feedback before development handoff.
- Worked cross-functionally with PMs, engineers, and QA to deliver developer-ready handoffs, with clear annotation standards, component documentation, and consistent naming conventions.
- Rebuilt the company website from scratch in Framer, improving page performance and conversion rate through a complete layout overhaul and more focused user journeys.

Head of Design

2022 – 2024

Orangery · SaaS · Remote, Germany

- Led end-to-end UX and UI design of OrangeryOS, a coworking management SaaS, shipping 20 product features from zero across web dashboard, native mobile app, and kiosk interface within 2 years.
- Designed across three platforms simultaneously: web dashboard, iOS/Android mobile app, and kiosk interface, keeping UX patterns, interaction models, and visual language consistent throughout.
- Built and maintained a comprehensive design system covering the component library, style guide, spacing and typography tokens, and interaction patterns, consistently adopted across 3 platforms and 2 designers.
- Led a 2-person design team, running weekly design reviews, providing structured feedback, and supporting junior designer growth through shared standards and documentation.
- Worked daily with 5 engineers and 1 QA to maintain clean, developer-ready handoffs, with clear annotation standards, component documentation, and naming conventions.

- Contributed to product roadmap discussions alongside founders and PMs, helping with feature prioritization, scope decisions, and go-to-market timing while keeping user-centered design at the center of every decision.
- Ran usability testing sessions and brought user feedback into ongoing design cycles, improving task completion rates across key product flows.

Freelance UI/UX Designer — InsurTech Platform

2023 – 2024

Insuramax · InsurTech Startup · Remote, USA

- Joined as lead designer on a cross-functional team to build a multi-sided insurance hub connecting carriers, agents, and organizations, with complex compliance-heavy workflows and multi-branch decision logic.
- Handled the full design lifecycle as sole UX contractor: discovery, user flow mapping, wireframing, high-fidelity UI in Figma, interactive prototyping, and developer-ready handoff documentation with precise component annotations.
- Designed quote generation flows from scratch, mapping multi-step branching logic across coverage types, eligibility rules, and user roles into a clear, low-friction interface that simplified decisions without reducing coverage accuracy.
- Designed end-to-end policy management workflows covering issuance, renewals, amendments, endorsements, and real-time status tracking, organized into role-appropriate dashboards with clear data hierarchy.
- Built a scalable component library and defined interaction patterns for the platform, keeping visual identity and design system coherence consistent across all modules and user roles.

Co-Founder / Product Designer

2021 – 2022

Defaro · B2B Product Studio

- Co-founded a B2B product studio; led user and market research across 3+ service lines, defined the core product vision, and redesigned 4 key screens to reduce friction in primary user flows.
- Set up design workflows, documentation practices, and process frameworks from the ground up for a growing cross-functional team, building knowledge-sharing infrastructure that scaled with team growth.

Freelance UI/UX Designer

2020 – 2021

Self Employed · International Clients

- Worked with agencies and direct clients across e-commerce verticals including automotive retail, beauty, and consumer goods, with full ownership of UX strategy, visual design, and front-end implementation in HTML and CSS.
- Shipped multiple Figma-to-production e-commerce platforms with conversion-focused UI, structured product hierarchy, and mobile-first responsive layouts.
- Handled the full design cycle independently: UX research, wireframing, high-fidelity UI, and front-end implementation.

UI/UX Designer

2018 – 2020

Mega Business Group · B2C

- Worked closely with the development team to ship production-ready interfaces, contributing to a 25% reduction in QA revision cycles through precise handoff documentation and pixel-accurate specs.
- Covered the full design cycle: UX research, wireframing, high-fidelity UI, and front-end implementation in HTML and CSS.

UI Developer

2015 – 2018

2nate · C2C

- Designed and implemented all website pages, bridging design and engineering by delivering production-ready assets and maintaining consistent visual standards across the platform.

SKILLS

Design Tools	Figma (advanced: components, auto-layout, variables, prototyping), Adobe XD, Photoshop, Sketch
Design Systems	Component libraries, style guides, design tokens, documentation, visual identity consistency across products and platforms
UX Process	User research, usability testing, wireframing, user flows, information architecture, data-driven iteration, feedback loop design
Prototyping	Advanced interactive prototyping in Figma, rapid iteration and testing, stakeholder feedback loops

Analytics & Data	Data-driven design, analytics dashboard UX, high-density data hierarchy, metrics-informed iteration, AI product interfaces
Leadership	Design team mentorship, cross-functional collaboration (PM, engineering, QA), process improvement, knowledge sharing, design advocacy
Development	HTML, CSS / Sass, Tailwind, Bootstrap, Framer, WordPress
Platforms	Web, Mobile (iOS/Android), Kiosk, SaaS dashboards, AI products, B2B enterprise, InsurTech, transaction analytics

EDUCATION

Bachelor of Information Technology	2011 – 2015
Qazvin Azad University (QIAU)	

LANGUAGES

English	Persian
Professional working proficiency: collaborating, presenting, and communicating in professional and cross-cultural environments	Native