

Taher Nojavan

Product Designer

ABOUT ME

Product designer with 10 years building digital products, now specialising in AI-native product design. I work across the full spectrum, product thinking and discovery research through interaction design, high-fidelity UI, and the design systems and tokens that let teams and agents ship consistently.

My background spans Fintech, ESG SaaS and Telecoms, and across all of it the focus is the same, data driven design decisions that make sense to users and move the needle for the business.

TOOLBOX

Figma, Figma MCP, Figma Make, Claude Code, Claude Design, Cursor, Lovable, Framer, Dovetail

PORTFOLIO

tahernojavan.co

EMAIL

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LOCATION

London, United Kingdom

EDUCATION

Bachelor of Design at Western Sydney University 2012 – 2015

Head of Design – Wondercraft

May 2025 – Present, London

- Set the design bar across Wondercraft's expansion from audio to video studio, owning the interaction design of the studio, generative AI experiences and the 'Wonda' AI agent.
- Ran design critique and review for another product designer and rotating contractors, holding craft consistency across surfaces without a management layer.
- Defined visual direction and built the design system and token library spanning product and marketing, so contractors and engineers could ship on-brand with minimal rework.
- Prototyped AI-powered workflows directly on Claude Code to test generative interactions with users before engineering handoff.

Senior Product Designer – Origin Markets

Jun 2023 – May 2025, London

- Designed and validated new features through iterative usability testing and user interviews, reducing friction and lifting task completion across the Fintech platform.
- Partnered cross-functionally with designers and front-end engineers to architect a scalable, token-based design system adopted across the product.
- Ran desirability research and user interviews that surfaced new use cases and revenue opportunities in adjacent industries.
- Translated complex flows into developer-ready specs, working closely with engineering for precise delivery in an agile cadence.

Senior UI/UX Designer – KPMG

Sep 2021 – Jul 2023, Sydney

- Led discovery, user research, journey mapping, wireframing and usability testing for an Embodied Carbon SaaS product used by enterprise clients.
- Linked Storybook components directly to Figma, improving design-to-development handoff and eliminating drift between design and build.
- Established a standardised discovery process aligning feature ideas to real user needs and measurable business goals, managing stakeholders across multiple enterprise accounts.

Creative Designer – TPG Telecom

Oct 2017 – Sep 2021, Sydney

- Led a discovery team to research, ideate, wireframe and ship the Lebara mobile app, online onboarding, MyLebara and recharge portals, mobile-first products serving migrant and diaspora customers across low-cost handsets.
- Ran CRO research and A/B testing on the Lebara e-commerce site, using experiment data to drive conversion improvements.

Graphic Designer – Lebara Mobile

Jan 2016 – Oct 2017, Sydney

- Developed brand identity and designed printed marketing content.