

ROBERT SFEIR

Lead Product Designer | Product Design · UX Strategy · Design Systems · Product Leadership
Yerevan, Armenia · 10+ years · MENA & Europe experience · robbott.com

PROFILE

Product designer with 10+ years of experience turning strategy into scalable digital products. Experienced across AI SaaS, enterprise, fintech, B2B and B2C platforms, and brand systems. I work closely with product, business, engineering, and leadership teams to turn complex requirements into clear experiences, while building systems and processes that support long-term product growth.

PROFESSIONAL EXPERIENCE

Lead Product Designer

[EPAM · 2025 – Present](#)

Designing digital platforms across ADNOC projects for internal teams and external users, partnering with product and business stakeholders to turn complex requirements into clear, polished experiences.

- Contribute to the FANAR design system, helping establish a consistent and scalable product foundation.
- Bridge product, business, and design by translating complex requirements into structured UX and interface solutions.
- Design for enterprise environments where scalability, consistency, and stakeholder alignment are critical.

Lead Product Designer

[NEULAND.AI · 2022 – 2025 · Cologne, Germany](#)

Joined the team during its early development in 2022, designing AI-powered solutions for clients across Germany before the company officially launched in 2023.

As the only designer, I led the design direction across client solutions and helped shape what became the neuland HUB, contributing to its UX, UI, and product structure as it evolved into a platform used by thousands.

- Led product design across AI solutions for German clients during the company's early development.
- Shaped the neuland HUB from its early stages into a scalable AI platform.
- Owned the end-to-end design process as the company's only designer.
- Worked directly with product, engineering, business, and marketing teams.
- Led the design of the website and launch experience for the company's biggest product release.

Chief Design Officer

[HOORY AI · 2020 – 2025](#)

Led design strategy across product and brand for an AI SaaS platform, managing a multidisciplinary team of 8 designers and partnering closely with stakeholders.

- Spearheaded a full platform redesign and design system implementation in collaboration with developers.
- Drove a product and brand revamp that increased user adoption by 60–70% and supported international growth.
- Built a unified design system and introduced design rituals to improve cross-team collaboration.
- Oversaw the launch of the redesigned Hoory platform and evolved its visual identity for global visibility.

PROFESSIONAL EXPERIENCE · CONTINUED

Product Designer / Design Lead

[SOFTCONSTRUCT · UCRAFT SPECIAL PROJECTS · 2020 – 2025 · Yerevan, Armenia](#)

Relocated from Beirut to Yerevan to join SoftConstruct, working across multiple products and special projects within the enterprise. Served as a key design partner for Dubai-based projects, collaborating with business, product, and engineering teams while coordinating design work across multiple teams.

- Led design across multiple concurrent products and initiatives, working with designers across different teams.
- Served as a key design contributor for Dubai-based projects, working closely with stakeholders and delivery teams.
- Managed and coordinated designers across projects, helping maintain consistency, quality, and alignment across teams.
- Redesigned SpringBuilder from version 1 to 2, introducing a scalable design system and working closely with developers to improve implementation quality.
- Contributed to increasing SpringBuilder's annual product value from \$20K to \$50K.
- Created and launched foundational UX for FTNFT and Fastex, including crypto wallets and NFT marketplace experiences.

Lead Designer

[INTERESTING TIMES · 2019 – 2020](#)

Joined as the first design hire in a newly formed digital department, creating digital experiences for brands across the MENA region.

- Designed digital activations for Red Bull events and Absolut campaigns.
- Contributed to UX and UI for websites serving the Dubai Government and Tamm.
- Helped establish the department's design process and visual direction while collaborating with developers and brand teams.

Senior UI/UX Designer

[NYMCARD · 2018 – 2019](#)

Joined the product team during the early stages of a fintech platform serving the MENA region, working directly with stakeholders on mobile, payments, and digital card experiences.

- Designed core mobile experiences for payments and digital card management.
- Partnered with stakeholders to align product vision and UX delivery during rapid regional expansion.
- Helped shape the design foundation for a growing fintech platform.

UI/UX Designer

[ATBAKI · 2015 – 2018](#)

Transitioned from advertising into product design as the sole designer at a fast-growing Arabic cooking platform with more than 21,000 recipes.

- Designed web and mobile interfaces for browsing, sharing, and saving recipes.
- Improved user flows and layouts for Arabic-speaking audiences.
- Collaborated directly with founders and developers to ship features quickly.
- Contributed to a platform used by millions across the region.

Creative Designer · Freelance

INDEPENDENT · 2013 – Present

Worked independently across graphic, product, and brand design with clients and teams across MENA, Europe, and Armenia.

- Designed for brands including Fjällräven, Toggo, AUDI, Saudi Payments, Saudi Cargo, and Prodmap AI.
- Founded and designed Sitme, a startup focused on digital dining experiences in Armenia.
- Delivered UI/UX, visual identity, and strategy work for startups and established businesses.
- Led the Figma Yerevan Chapter, mentoring 20+ students through workshops and continuous learning.

EDUCATION

Bachelor of Arts (BA), Graphic Design

Lebanese International University, Lebanon · 2010 – 2013

Baccalaureate Part II, Economics & Sociology

Armenian Evangelical Central High School, Ashrafieh, Beirut, Lebanon · 2008

WORKSHOPS & ACHIEVEMENTS

Fjällräven Design System Workshop

[FJÄLLRÄVEN · 2024 · Sweden](#)

Conducted a hands-on workshop for the Fjällräven design team, presenting the new design system I created. Covered implementation, usage principles, and scalable workflows to support team-wide adoption and consistency.

Figma Community Advocate

[FIGMA COMMUNITY · 2024 · Yerevan, Armenia](#)

SKILLS / STACK

Product Design · UX Strategy · UI Design · Design Systems · Product & Business Collaboration · Design Leadership · Team Mentorship · Brand & Visual Identity · B2B / B2C Platforms · AI SaaS · Fintech · Enterprise Products · Developer Collaboration

React · TypeScript · Tailwind CSS · shadcn/ui

LANGUAGES

Arabic — Fluent

Armenian — Native

English — Fluent

CONTACT

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SELECTED IMPACT

[10+ years](#) in design · [20+ projects](#) shaped · [8 designers](#) managed at Hoory AI · [60–70%](#) user adoption increase at Hoory AI · [\\$20K → \\$50K](#) annual product value at SpringBuilder · [20+ students](#) mentored through Figma Yerevan