

Taimoor Nasir

Product Design Lead · Dubai, UAE

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Summary

Product design lead with **8+ years** across SaaS, fintech, e-commerce, and AI-native products. I lead design engineering at Betr.ai, and have managed cross-functional teams of designers, engineers, and ML researchers at ExpressVPN, Revolut, and AI71. I work as comfortably in the codebase as in Figma — shipping browser extensions, desktop and mobile apps, and **four products of my own**.

Experience

Design Engineer Manager — Betr.ai · REMOTE · US

Jan 2026 – ongoing

Chrome Extension

macOS App

Windows App

iOS & Android

Design System

- Lead design engineering for a **collective knowledge platform** where people document real journeys — what they chose, where they bought it, what went wrong — so the next person facing the same decision learns from **lived experience instead of a generic AI answer**.
- Shipped the product across **four surfaces** — Chrome extension, macOS and Windows desktop apps, and mobile — taking each from design through to production code.
- Designed and built the **macOS and Windows desktop apps**, holding one interaction model across both while respecting each platform's native conventions.
- Built the **Chrome extension** end-to-end — the capture surface where people document decisions while they research.
- Own the **shared design system** across extension, desktop, mobile, and web so the experience holds as surfaces multiply.
- Work **hands-on in the codebase** alongside engineers, moving from design to shipped UI without a handoff gap.

Product Design Manager — ExpressVPN · UNDER NDA

Sep 2025 – Dec 2025

ExpressVPN App ExpressCheckout PIA VPN Zenmate VPN Desktop App

- Redesigned localized checkout flows, increasing **conversion rates by 6%** across key markets.
- Designed a new app paywall and introduced weekly subscriptions, driving **20K new users per month**.
- Led the launch of the **redesigned desktop app**, improving information architecture and usability.
- Partnered with **Growth, Marketing, and CRO teams** to rebuild low-performing pages and lift conversions.
- Managed a cross-functional team of **5 designers, 2 CRO specialists, and 6 developers**.
- Implemented user **retention strategies** to reduce early churn and improve subscriber lifetime value.

Product Designer — Revolut

Jan 2025 – Sep 2025

LLM Ops Platform LLM Playground Model Tracing / Auditing Data Labelling Studio Release Platform
Customer Support Platform

- Designed Revolut's internal **LLM-Ops platform**, cutting model debugging time by 40% and boosting deployment speed by 25%.
- Created a unified model tracing system with **session logs & traces**, improving visibility into model behavior and cutting **issue resolution time by 30%**.
- Enhanced KYC flows with AI, cutting onboarding time by 20% while meeting regulatory standards, and **introduced Selfie 3.0**.
- Created **modal fallback workflows**, minimizing drop-offs during LLM failures.
- Developed online evaluation tools, shortening model **testing cycles by 35%**.
- Designed the **Agentic Platform** to enable multi-step reasoning and broader automation coverage.
- Launched the **LLM Playground** for rapid experimentation, speeding up prototyping and adoption across teams.
- Partnered with product managers, engineers, and researchers to align ML-tooling design with business goals, ensuring scalable and compliant solutions.

Senior Product Designer — AI71

May 2024 – Jan 2025

Khwarizmi — AI fintech

Mira — Customer support AI

- **AI-driven customer support:** led end-to-end design for an AI-powered customer support solution, boosting user adoption by **20%** in government sectors.
- **Automated organization management:** built an intuitive interface for Mira that replaced manual, code-based entries — reducing organization onboarding time by **75%**.
- **Onsite user research:** ran immersive research at Reem Hospital and Axiom Centers to uncover key workflow challenges, informing targeted usability enhancements.
- **Enhanced knowledge-base systems:** optimized design components to improve model prediction accuracy by **4×** and decrease user time-to-value by **3×**.
- **Strategic cross-functional collaboration:** aligned design strategy with business goals across product, engineering, and stakeholders for seamless, scalable integration.

Senior Product Designer (E-commerce, SaaS) — Remarketed

Jan 2023 – Jul 2024

Remarketed.nl

Kabelmix

Buyback

Qashflow

Swap (DASS)

Repair Portal

Design System

Trade-in Module

- Redesigned the e-commerce platform to improve retention and reduce cart abandonment by **15%**.
- Developed a robust design system that streamlined workflows for design and development teams, ensuring scalability.
- Implemented **A/B testing** and iterative refinements, which boosted conversion rates by **30%**.
- Led the creation of a BuyBack solution and device-as-a-service platform to optimize re-commerce transactions.

Senior Product Designer (Fintech) — TranxPay

Feb 2022 – Apr 2023

Wallets

Fund Transfer

Fintech Ecosystem

Cheque Draft

Payment Links

Card Issuing

- Designed an AI-powered neobanking app featuring KYC, financial insights, and QR-enabled payments, improving user onboarding by **40%**.
- Created detailed user flows and wireframes for core fintech transactions, streamlining financial operations.
- Built cash in/out, bill pay, bill split, QR payments, card issuing & freezing, savings accounts, and financial-literacy tools.
- Executed comprehensive user research and usability tests, ensuring a frictionless, data-informed payment experience.
- Enhanced financial-literacy tools that led to a **25% increase** in user engagement.
- Led and mentored a **team of 3 designers**, fostering a collaborative, growth-oriented environment with developers.

UI/UX Designer (E-commerce) — Desertcart

Mar 2021 – Jan 2023

DC Mobile App

PRO Membership

DC Website

Box Shipping

Inventory Management

- Spearheaded a UX/UI redesign that increased conversion rates from **1.4% to 6.3%** and reduced bounce rates from **70% to 45%**.
- Led the design of the PRO Membership feature, decreasing cart abandonment by **20%** through an optimized checkout.
- Launched the **“Get from Anywhere”** service, expanding global reach and significantly boosting acquisition.
- Developed an intuitive box-shipping solution that improved logistics efficiency and order volume.
- Used **Google Analytics, Hotjar, and Crazy Egg** for comprehensive insights and data-informed improvements.
- Organized information architecture for **700+ categories** with a three-tier structure for enhanced usability.

Skills

User Experience & UI Design

wireframing · prototyping · interaction design · high-fidelity visuals

Design Systems & Strategy

scalable UI components · style guides · accessibility · iterative design

Presentation

PowerPoint · pitch decks

Education

Bachelor of Computer Science — ITU (Information Technology University)

2016 – 2020

Certifications

- Google Analytics Qualification
- UX Foundations: Research
- IBM: Enterprise Design Thinking
- Learning Cultural Strategy for Design

Research & Testing

usability testing · A/B testing · heuristic evaluation · data analytics · user research · competitive analysis · personas · user flows

Collaboration & Leadership

cross-functional teamwork · stakeholder engagement · team mentoring