

Junaed Ahmed Numan

Senior Product Designer · Enterprise UX · B2B SaaS

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SUMMARY

I design products for complex domains where workflows, data, AI and business logic intersect.

Eleven years across enterprise SaaS, fintech, healthtech, HR-tech and compliance, translating operational complexity into experiences that feel clear and confident to use.

Currently at **Aibidia**, leading design for transfer-pricing and tax workflows used by multinational organisations. I work end-to-end with product, engineering and domain experts: shaping discovery, validating with research, and shipping flows that hold up under real enterprise load.

AI is part of how I work now. Research synthesis, faster iteration, and designing product surfaces where AI assists the user without getting in the way.

EXPERIENCE

Senior Product Designer at Aibidia Oy

01.2025 – Present

Lead design for the Compliance team. Transfer-pricing and tax workflows used by multinational organisations.

Helsinki, Finland
Hybrid

- Led the introduction of **Product Discovery practices** at Aibidia, helping teams adopt more structured problem-framing, validation, and evidence-led product decisions
- Lead end-to-end design across **Master File, FAR analysis** and **reporting**, turning dense regulatory data into flows tax teams can actually use
- Partner with tax experts, PMs and engineers to translate ambiguous regulation into product decisions the team can ship
- Established structured usability testing with **Maze**, making evidence the default for compliance design decisions
- Contribute to Aibidia's **design system** through reusable UX patterns and shared components, reducing fragmentation across the product suite
- Use **AI-native workflows** and rapid prototyping to design, iterate, and ship UI improvements faster across documentation-heavy compliance products

Senior Product Designer at Happeo Oy

02.2022 – 12.2024

Collaboration and employee-experience features for a digital-workplace platform used by distributed teams. Promoted from Product Designer · July 2023.

Helsinki, Finland
Remote

- Redesigned the **People Directory**: profile visits **<1% → 48%**, engagement **8.7K → 561K** views in 3 months
- Revamped **Search & Filters**: search time **45s → 7s**, success rate **+25%**
- Helped scale the product & design team by contributing a design perspective to technical interviews and hiring decisions
- Worked with EMs and PMs to shape team roadmaps and keep design tied to business goals
- Shipped channel surfaces (polls, scheduled posts, sidebar widgets), admin tools and analytics filters across the platform

Senior Product Designer at Compuco Ltd

10.2020 – 01.2022

Accessible digital products and self-service experiences for mission-driven organisations.

London, UK
Remote

- Designed accessible digital products for **Disability Rights UK** and **World Heart Federation**
- Led design of a self-service portal that simplified how member organisations managed their accounts
- Shaped the design system of a CRM platform serving multiple non-profits, cutting inconsistency across products

EXPERIENCE CONTINUED

Lead UX/UI Designer at Teamlance Ltd

08.2019 – 10.2020

Led design execution across multiple products in a remote-first studio.

Plovdiv, Bulgaria

Remote

- Built and maintained the **Tixio design system**, scaling consistency across the product suite
- Owned research, prototyping and delivery across legal CRM, fintech, healthtech, HR and media products

UX/UI Designer at Pathao Ltd

08.2018 – 07.2019

Bangladesh's leading ride-hailing & logistics platform. High-usage consumer products.

Dhaka, Bangladesh

On-site

- Revamped food-delivery flows: acceptance rate **+12%**, cancellations **-8%**
- Improved restaurant & order workflows: order completion **+10%**
- Delivered UI design and prototyping across consumer and merchant surfaces

EARLIER

Designed user interfaces and improved user flows across web and mobile products, collaborating with cross-functional teams. Worked with startups across e-commerce and digital products, including When.holiday, Evaly, and Kite Games Studio.

2017 – 2018 **UX/UI designer** Bashundhara Group Ltd · Dhaka

2014 – 2017 **UX/UI designer** DeviserWeb

2014 – 2020 **Design consultant** Freelance

SKILLS

PRODUCT & SYSTEMS

Product Design

Product Thinking

UX Strategy

Enterprise UX

Complex Workflow Design

Design Systems

Information Architecture

Interaction Design

RESEARCH & VALIDATION

UX Research

Usability Testing

Prototyping

Maze

COLLABORATION & DELIVERY

Cross-functional Collaboration

Figma

Miro

AI IN PRACTICE

Claude

ChatGPT

Microsoft Copilot

Gemini

Agentic workflows

EDUCATION

Bachelor's in Computer Science & Engineering

Leading University — Sylhet, Bangladesh

2013 – 2017

VOLUNTEER

Design Mentor

ADPList Mentor Program Mentoring designers on portfolios, CVs, job-search strategy & career growth

LANGUAGES

English Full professional

Bengali Native

PORTFOLIO

junaed.me/portfolio

REFERENCES

Abdullah Al Mazed

Head of Protection Concept Lab, F-Secure Corporation

Brigitte Baumgartner Garcia

Founder, The Tax Graph — Austria

Contact details available on request.