

Junaed Ahmed Numan

Senior Product Designer · Enterprise UX · B2B & B2C · SaaS

EMAIL junaed6948@gmail.com
PHONE +358 50 336 6481
WEB junaed.me
LINKEDIN in/junaed11

SUMMARY

I design products for complex domains where workflows, data, AI and business logic intersect. 11+ years across enterprise SaaS, fintech, healthtech, HR-tech, compliance, and more industries, translating operational complexity into experiences that feel clear and confident to use.

Currently at Aibidia, I own the design for transfer-pricing and tax workflows used by multinational organisations. I work with full ownership, end-to-end, with product, engineering, and domain experts: shaping discovery, validating with research, and shipping visuals with confidence.

As a technical product designer, I paired UX and Product thinking with HTML, CSS, and AI-assisted workflows, enabling me to write code, submit PRs, and ship UI improvements immediately in the codebase. I use agentic workflows to automate day-to-day jobs.

EXPERIENCE

Senior Product Designer at Aibidia Oy

01.2025 – Present

Lead product design for the Compliance team, designing transfer-pricing and tax workflow solutions for multinational organizations.

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.
- Built and established a structured usability testing process from scratch with Maze, making evidence the default for compliance design decisions.
- Led end-to-end design for Master File, FAR analysis, and reporting features, helping tax teams work with clearer structure, intuitive user journey, and better context.
- Partner with tax experts, PMs, CSMs and engineers to translate ambiguous regulations into product decisions the team can ship.
- Contribute regularly to the Horizon design system through reusable UX patterns and shared components.
- Working as a Product trio with PM and EM to define the product strategy, roadmap, prioritisation and high-level sprint planning.
- Ship UI improvements immediately to production through HTML/CSS contributions and AI-assisted development workflows.

Senior Product Designer at Happeo Oy

02.2022 – 12.2024

Social intranet platform Happeo is used by distributed teams. Owned employee-experience features like Search, People Directory and Admin platform. Promoted from Product Designer · July 2023.

Helsinki, Finland · Remote

- Redesigned the People Directory for Happeo, which changed profile visits from less than 1% to 48%, engagement from 8.7K to 561K views in just 3 months.
- Revamped AI-assisted search experience, which saw a huge success and search time reduced to 7s from 45s, and successful searches increased by +25%.
- Successfully delivered Analytics advanced filters used by orgs with 46k+ employees.
- Reduced admin support burden and COGS by redesigning the Admin management platform end-to-end.
- Shipped channel surfaces, polls, scheduled posts, and sidebar widgets across the platform.
- 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.
- Working closely with the design team and consistently contributed to the design system, as well as improving the ways of working by introducing design critique sessions.

EXPERIENCE CONTINUED

Digital Product Designer at Compuco Ltd

10.2020 – 01.2022

Designed accessible digital products and self-service portals for Disability Rights UK, World Heart Federation, and other nonprofit organizations.

London, UK · Remote

- Led design of CiviCRM self-service portal that simplified how member organisations managed their accounts.
- Built complete CRM solution from scratch and established its design system for nonprofit organizations.
- Enhanced Compuco's brand materials and built company website in Webflow, plus presentation templates and marketing collateral.

UX/UI Designer at Teamlance Ltd

08.2019 – 10.2020

Built and maintained software solutions for startups, small businesses, and enterprise clients.

Plovdiv, Bulgaria · Remote

- Created and managed a design system for Tixio's collaboration tool.
- Owned research, prototyping and delivery across legal CRM, fintech, healthtech, HR and branding materials.

UX/UI Designer at Pathao Ltd

08.2018 – 07.2019

Bangladesh's leading ride-hailing & logistics platform. High-usage consumer products that directly improved core platform metrics

Dhaka, Bangladesh · On-site

- Revamped food-delivery experience, which improved acceptance rate by +12%, and cancellations by -8%.
- Improved restaurant & order workflows, increasing order completion rate by +10%.
- Contributed UI designs and prototypes across consumer and merchant platforms.

Co-founder at Short-term rental Business (Finland)

2025 – Present

Co-founded and operate a short-term rental business, using AI-assisted workflows to automate guest communication, operations, pricing decisions, and service delivery.

Finland · Bangladesh

Consulting & Freelance Experience (2014–2018)

2014 – 2018

Partnered with startups and organizations across SaaS, e-commerce, mobile, gaming, fintech, and digital products, contributing to product design, UX strategy, branding, and product delivery.

Finland · Bangladesh

SKILLS & LANGUAGES

Product & systems

Product Design · UX Strategy · Enterprise UX · Design Systems · Information Architecture · Interaction Design · UX Research · Rapid Prototyping · Complex Workflow · Product Thinking

Design Tools & Platforms

Figma · Miro · Maze · Claude Design · Claude Code · Webflow · HTML/CSS

Collaboration & delivery

Cross-functional Collaboration · Agile · Linear · Feature Prioritization · Analytics · A/B Testing · Agentic Workflows

Languages

English (Full professional proficiency) · Bengali (Native)

EDUCATION

Bachelor's in Computer Science & Engineering

Leading University - Sylhet, Bangladesh
2013 – 2017

VOLUNTEER

Design Mentor

ADPList Mentor Program
2024 - Present

VOLUNTEER

Design Mentor

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

PORTFOLIO

junaed.me/portfolio

REFERENCES

Abdullah Al Mazed

Head of Protection Concept Lab, F-Secure Corporation, Finland

Brigitte Baumgartner Garcia

Founder, The Tax Graph, Austria

Contact details available on request.