


Junaed Ahmed Numan

Senior Product Designer | Enterprise UX | B2B SaaS

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SUMMARY

Senior Product Designer with 11+ years of experience designing complex B2B and enterprise systems. I focus on understanding the real problem behind the request and turning complex workflows into clear, scalable product experiences.

At Aibidia, I design compliance and data-heavy workflows where finance, regulation, and system logic intersect. My work involves simplifying complexity, shaping product decisions, and contributing to scalable UX patterns across teams and product areas.

I'm comfortable working across multiple domains, partnering with product and engineering to define problems, align stakeholders, and deliver solutions that balance usability, business needs, and technical constraints. I'm also exploring how AI can support faster iteration and improve clarity in complex workflows.

WORK EXPERIENCE

Senior Product Designer (Hybrid)

Aibidia Oy | Helsinki, Finland (Hybrid) | 01/2025 – Present

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

- Lead design for compliance workflows, shaping complex, data-heavy systems into structured and usable experiences for enterprise users
- Drive design across discovery, prototyping, validation, and delivery, working across multiple product areas and stakeholders
- Partner with tax experts, product managers, and engineers to define problems and translate complex regulatory requirements into practical solutions
- Design end-to-end workflows across Master File, FAR analysis, and reporting systems, improving clarity and usability in high-complexity domains
- Contribute to scalable UX patterns and system components to improve consistency across products and reduce design fragmentation
- Introduced structured usability testing practices using Maze, improving how research informs product decisions across teams
- Explore AI-assisted workflows to support faster iteration and reduce manual effort in documentation-heavy processes

Senior Product Designer (Remote)

Happeo Oy | Helsinki, Finland | 02/2022 – 12/2024

Designed and improved collaboration and employee experience features for a digital workplace platform used by distributed teams.


- Led design improvements and helped establish usability testing and design processes
- Collaborated with Product and Engineering to shape roadmap direction and improve product quality
- Redesigned the People Directory, contributing to a 40% increase in weekly retention
- Revamped Search & Filters, reducing search time from 45s to 7s and improving success rate by 25%
- Designed and improved key features including admin tools, analytics filters, and engagement components
- Contributed to a product area that achieved 84% increased views within three months

CORE SKILLS

Product Design, UX Strategy, Enterprise UX, Complex Workflow Design, Interaction Design, Information Architecture, UX Research, Usability Testing, Prototyping, Design Systems, Product Thinking, Cross-functional Collaboration

Figma, Miro, Maze, AI-assisted design workflows (exploration, prototyping, research support and workflow automation)

PORTFOLIO

Portfolio: <https://junaed.me/portfolio> 

Senior Product Designer (Remote)

Compuco Ltd — London, United Kingdom 10/2020 – 01/2022

Designed accessible digital products and self-service experiences for mission-driven organizations.

- Designed products for organizations including Disability Rights UK and World Heart Federation
- Worked on a complex CRM platform and contributed to its design system
- Led the design of a self-service portal to improve usability and increase engagement
- Collaborated directly with clients and stakeholders to align design decisions with user and organizational needs

Lead UX/UI Designer (Remote)

Teamlance Ltd — Plovdiv, Bulgaria
08/2019 – 10/2020

Led design execution across multiple products in a remote environment.

- Managed design work across research, prototyping, and delivery
- Built and maintained the Tixio design system for consistency and scalability
- Designed products across legal CRM, fintech, healthcare, HR, and media domains

UX/UI Designer

Pathao Ltd — Dhaka, Bangladesh
08/2018 – 07/2019

Designed and improved high-usage product experiences for one of Bangladesh's leading platforms.

- Revamped food delivery flows, contributing to a 12% increase in acceptance rates and 8% reduction in cancellations
- Improved restaurant and order workflows, increasing order completion by 10%
- Delivered UI design and prototyping to improve usability and overall experience

EARLIER EXPERIENCE

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.

UX/UI Designer — Bashundhara Group Ltd | Dhaka, Bangladesh | 2017 – 2018

UX/UI Designer — DeviserWeb (2014–2017)

Design Consultant — Freelance (2014–2020)

VOLUNTEER EXPERIENCE

Design Mentor

ADPList Mentor Program

Mentor designers on portfolios, CVs, job search strategy, and career growth.

EDUCATION

Bachelor's in Computer Science & Engineering (2017)

Leading University — Sylhet, Bangladesh |
2013 – 2017

REFERENCES

Jamie Baker

Product Lead, Aibidia Oy
London, United Kingdom.

Email: jamie230991@gmail.com

Brigitte Baumgartner Garcia

Founder, The Tax Graph
Austria.

Email: baumgartner.tp@gmail.com

LANGUAGES

English - Full Professional Proficiency

Bengali - Native