Taimoor Nasir

Product Design Lead · Dubai, UAE (Golden Visa holder)

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Summary

Design lead with **8+ years** shaping complex AI products and leading design teams. I have managed teams of up to **5 designers** alongside CRO specialists and engineers, and led design end to end on AI platforms: Revolut's **LLM-Ops platform**, adopted by **65 teams**; AI71's **enterprise voice AI** as founding designer; and **Accounting OS**, an agentic accounting system shipped in **six months**. Now I lead design engineering at Betr.ai, taking products from **user research to production code** across **macOS, Windows, iOS, and the web**.

Experience

Design Engineer Manager (Contract) — Betr.ai · REMOTE · US

Jan 2026 – ongoing

- Lead design engineering for a **collective knowledge platform** where people learn from **lived experience instead of a generic AI answer**.
- Manage a team of **3 designers**, working day to day with **5 developers** and directly with the CEO.
- Shipped the product across **four surfaces** (Chrome extension, **macOS and Windows desktop apps**, and mobile), from first sketch to production code, holding one interaction model across platforms.
- Own the **shared design system** and work **hands-on in the codebase** (TypeScript, React), moving from design to shipped UI without a handoff gap.

Lead Product Designer (Contract) — CNTXT · CONCURRENT CONTRACT

Jan 2026 – Jun 2026

- Designed **Accounting OS**, an agentic accounting system, end to end in **6 months** with a CFO; shipped to production, with **48+ firms** signed up in beta week one. Also the **Munsit** voice-AI web app, **Supercenter AI** and a **robotics marketplace**.

Product Design Manager — ExpressVPN

Sep 2025 – Dec 2025

- Managed a cross-functional team of **5 designers, 2 CRO specialists, and 6 developers** across five products.
- Redesigned localized checkout flows, increasing **conversion by 6%** across key markets.
- Designed a new app paywall and introduced **weekly subscriptions**, a lower-friction entry tier.
- Led the launch of the **redesigned desktop app**, improving information architecture and usability.

Lead Product Designer — Revolut

Jan 2025 – Sep 2025

- Designed Revolut's internal **LLM-Ops platform** with the ML platform team: one surface for model evaluation, tracing, fallback, and rollout, adopted by **65 teams**.
- Reworked model debugging around **session logs & traces**, cutting debugging time by **40%**.
- Designed the **Agentic Platform** and the **fallback workflows** that keep AI chats running when models fail.
- Launched the **LLM Playground** and online evaluation tools, and redesigned **KYC flows** with Selfie 3.0.

Founding Product Designer — AI71 May 2024 – Jan 2025

- First and lead designer on **MIRA**, an AI customer support platform for UAE government, healthcare, and enterprise.
- Replaced manual, code-based organisation setup with a structured no-code flow, cutting **onboarding time by 75%**.
- Ran **onsite research** at Reem Hospital and Axiom Centers, and reworked the **knowledge base** with the ML team.
- Designed **bilingual Arabic and English** interfaces, mirrored for right-to-left rather than just translated.

Senior Product Designer (E-commerce, SaaS) — Remarketed Jan 2023 – Jul 2024

- Redesigned the e-commerce platform, built its **design system**, and ran **A/B-tested iterations** across the funnel.

Founding Product Designer (Fintech) — TranxPay Feb 2022 – Apr 2023

- Led and mentored a **team of 3 designers** on an AI-powered **neobanking app**, end to end: KYC and onboarding, financial insights, QR payments, and money flows from cash in/out to card issuing.

Product Designer (E-commerce) — Desertcart Mar 2021 – Jan 2023

- Spearheaded a UX/UI redesign that lifted conversion from **1.4% to 6.3%**, with **PRO Membership**, an optimized checkout, and a **700+ category** information architecture.

Product Designer — Bester Capital Media Mar 2020 – Feb 2021

UI/UX Designer — Deeux · cypher.pk 2018 – 2019

Independent Products

Built after hours around full-time roles: designed, coded, and shipped solo.

Fold NATIVE MACOS APP · AI bookmarking and inspiration shelf. Local-first, on-device intelligence. SwiftUI. getfold.design

Skills

Leadership & AI Products

team management · mentoring · AI & agentic UX · design systems · cross-functional leadership

Craft & Design Engineering

field research · A/B testing · prototyping · TypeScript & React · SwiftUI · macOS, iOS, Windows

Education

Bachelor of Computer Science — ITU (Information Technology University) · 2016 – 2020