

Nelly Pourmehr

Senior Product Designer | AI & SaaS Products

Senior Product Designer with 10+ years of experience designing AI-powered and SaaS products across fintech, automation, and learning domains. Strong background in Human-AI interaction, UX strategy, and end-to-end product design for complex systems.

Experienced in translating technical and data-driven systems into clear, usable, and scalable product experiences. Proven track record of collaborating with product, engineering, and data teams to design AI-assisted workflows, improve onboarding and retention, and support MVP validation and product growth.



● Experiences

Freelance — Sr. Product Designer (AI & SaaS)

📅 May 2023 - Now

- Designed end-to-end UX for AI-powered and SaaS products, from discovery and research to prototyping and usability testing
- Worked closely with founders, product managers, engineers, and data teams to define MVPs and product strategy
- Designed AI-assisted workflows and decision-support features, improving clarity and usability of complex systems
- Conducted usability evaluations and UX audits to identify onboarding, retention, and interaction issues
- Supported go-to-market efforts by aligning UX decisions with business and user needs

Hypatos — Senior product designer

📅 Jan 2019 - Feb 2023

- Led UX for Hypatos' AI-powered document automation platform, used by 500+ enterprise users.
- Designed a No-Code AI Training Studio and Model Training Hub, increasing automation accuracy and workflow efficiency by 40%.
- Built and rolled out a Design System that unified 3 web apps, reducing design debt and speeding up development cycles.
- Partnered with data scientists and engineers to create transparent human-AI interaction patterns.

SMACC — Senior UX/UI designer

📅 Jan 2016 - Jan 2019

- Led UX design for financial SaaS automation products used by small to mid-sized enterprises.
- Created intuitive, data-driven dashboards and back-office tools that improved user satisfaction scores and onboarding conversion.
- Collaborated across engineering and product teams to align user needs with technical constraints and business KPIs.

Sarvandish — Product designer

📅 Sep 2010 - Aug 2015

- Delivered UX and IA solutions for enterprise clients across diverse industries.
- Developed strategies and design frameworks that improved usability and workflow efficiency for complex internal systems.
- Managed and mentored a team of junior designers, ensuring consistent design quality and process alignment.
- Utilized prototyping and problem-solving skills to structure information, define interactions, and wireframe user flows for large-scale products.

Bahar Co. — Frontend and UI designer

📅 Oct 2008 - Aug 2010

- Designed and developed user interfaces for an academic search engine platform.
- Built intuitive search interfaces for academic publications and articles.
- Improved search discoverability and usability through iterative testing and close developer collaboration.

● Certificates

Designing and Building AI Products & Services

MIT Professional education

Sep 2021, Remote

UX Management

Interaction design foundation

Feb 2018, Online

● Education

Master of IT management

(2013-2014)

Shahid Beheshty University, Tehran, Iran

Thesis: Research on AR acceptance and affordance .

Bachelor of Computer

science (2003-2007)

Aradan university, Semnan , Iran

Thesis: Design and develop a social network with Python

● Skills

Product Design (AI & SaaS)

Human-AI Interaction Design

User Experience (UX) & (UI) Design

UX Research & Usability Testing

Design Systems Architecture

AI-Assisted Workflows

Cross-Functional Collaboration

AI Workflow Simplification

● Tools

Figma · Miro · Notion · Jira · VO HTML/CSS · Claude · Lovable ...