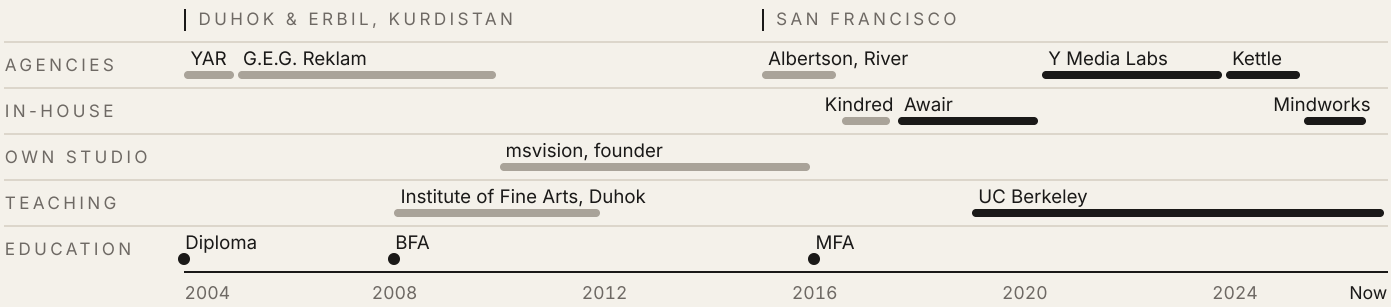
Maher Sinjary San Francisco, CA 415-813-7673 hi@mahersinjary.com mahersinjary.com linkedin.com/in/mahersinjary

Principal Product Designer shaping complex products into *simple* experiences

Design leader with 20+ years of experience across AI-powered products, enterprise SaaS, mobile, web, and connected devices. I turn complex workflows into intuitive, scalable experiences and lead design from product strategy through launch.

Two decades, from Erbil to *San Francisco*

2004 – NOW



Experience

MOST RECENT FIRST

May 2025 – Jul 2026
San Francisco, CA

Mindworks

AI-powered enterprise SaaS for procurement and ERP workflows

Principal Product Designer

- Shaped UX and product strategy for AI-powered enterprise procurement products.
- Led and mentored designers across complex initiatives, raising product quality and consistency.
- Designed scalable workflows across procurement, invoice processing, permissions, search, dashboards, and AI-assisted experiences.
- Partnered with Product, Engineering, and leadership from discovery through launch, helping define where AI could meaningfully simplify enterprise workflows.

Nov 2023 – Apr 2025
San Francisco, CA

Kettle

Digital product, design & technology agency, part of the Code and Theory Network

Lead Product Designer

- Led end-to-end product design across complex digital product initiatives.
- Translated business and technical requirements into clear product direction, flows, and scalable experiences.
- Influenced product strategy through research, prototyping, stakeholder alignment, and cross-functional collaboration.

Maher Sinjary

hi@mahersinjary.com mahersinjary.com

May 2020 – Oct 2023
San Francisco, CA

Y Media Labs

Global digital product & innovation agency, joined the Code and Theory Network in 2023

Lead Product Designer

- Led end-to-end product design for enterprise clients across fintech, telecom, automotive, retail, and more.
- Turned complex business and technical requirements into intuitive mobile and web experiences.
- Led workshops and discovery to align business goals with customer needs.
- Built scalable UX/UI patterns and design systems across products and platforms.
- Partnered with product, engineering, research, and client leadership while mentoring designers.

Aug 2017 – Apr 2020
San Francisco, CA

Awair

IoT startup for smart indoor air-quality products

Principal Product Designer

- Led product design for connected IoT products and companion digital experiences.
- Simplified complex environmental data, onboarding, and core workflows into intuitive customer experiences.
- Partnered with Product, Engineering, and Marketing to evolve the product experience across mobile and connected devices.

Jan 2019 – Present
San Francisco, CA

UC Berkeley

UC Berkeley Extension

UI/UX Instructor

ADDITIONAL EXPERIENCE

Kindred · River Studios · Albertson Design — 2015–17
San Francisco, CA

ASAWAR · Erbil Lifestyle · msvision, Founder — 2010–16
Erbil, Kurdistan

G.E.G. Reklam, Lead Designer — 2005–10
Advertising agency · Erbil, Kurdistan

YAR Advertising Agency, Designer — 2004–05
Duhok, Kurdistan

EDUCATION

Academy of Art University — 2016
MFA, Graphic Design · San Francisco, CA

University of Salahaddin — 2008
BFA, Fine Arts · Erbil, Kurdistan

Institute of Fine Arts — 2004
Diploma, Painting · Duhok, Kurdistan

EXPERTISE

- AI Products
- Enterprise SaaS
- Design Leadership
- Product Strategy
- Complex Workflows
- UI/UX Design
- Design Systems
- Interaction Design
- User Research
- Prototyping
- Mobile & Web
- Visual Design
- Motion Design
- Brand Design

TOOLS & PLATFORMS

- Claude
- ChatGPT
- Cursor
- Figma
- Framer
- Webflow
- CMS & No-Code
- Adobe Creative Cloud
- HTML/CSS