

Maher Sinjary

Principal Product Designer | AI Products • Enterprise SaaS • Design Systems

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Principal Product Designer with 20+ years of experience leading enterprise SaaS and AI-powered products from strategy through launch. I transform complex business workflows into intuitive, scalable product experiences.

Experience

Mindworks

Principal Product Designer

May 2025–Jul 2026

- Shaped UX strategy for AI-powered procurement products.
- Designed scalable UX patterns for permissions, search, and design systems.
- Partnered with leadership to deliver enterprise workflows from discovery through launch.

Kettle

Lead Product Designer

Nov 2023–Apr 2025

- Directed end-to-end product design across multiple initiatives.
- Transformed complex requirements into intuitive user experiences.
- Influenced product strategy through research, prototyping, and cross-functional collaboration.

Y Media Labs

Lead Product Designer

May 2020–Oct 2023

- Designed digital products for enterprise clients across diverse industries.
- Guided client workshops to align business goals with user needs.
- Delivered scalable UX solutions from concept through implementation.

Awair

Principal Product Designer

Aug 2017–Apr 2020

- Created intuitive experiences for IoT products and companion apps.
- Refined onboarding and core product flows to improve usability.
- Partnered across product, engineering, and marketing to deliver seamless product experiences.

Additional Experience

Kindred (2016–17) • River Studios (2016) • Albertson Design (2015–16)

Founder, ASAWAR • Erbil Lifestyle • MSVision (2010–16)

G.E.G. Reklam (2005–10)

Expertise

Enterprise SaaS • AI Products • Product Strategy • UX Design • Design Systems • User Research • Interaction Design • Prototyping • Design Leadership

Tools

Figma • AI Tools • Adobe Creative Suite • Framer • Webflow • HTML/CSS

Education

Academy of Art University // MFA Graphic Design

University of Salahaddin // BFA Fine Arts

Institute of Fine Arts // Diploma Painting