

Maher Sinjary

Principal Product Designer | Design Leader | AI • Enterprise SaaS • Complex Products

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

Experience

Mindworks — AI-powered enterprise SaaS for procurement and ERP workflows

Principal Product Designer

May 2025–Jul 2026 • San Francisco, CA

- 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.

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

Lead Product Designer

Nov 2023–Apr 2025 • San Francisco, CA

- 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.

Y Media Labs — Global digital product & innovation agency, joined the Code and Theory Network in 2023

Lead Product Designer

May 2020–Oct 2023 • San Francisco, CA

- 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.

Awair — IoT startup for smart indoor air-quality products

Principal Product Designer

Aug 2017–Apr 2020 • San Francisco, CA

- 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.

UC Berkeley

UI/UX Instructor

Jan 2019–Present • San Francisco, CA

Additional Experience

Kindred (2016–17) • **River Studios** (2016) • **Albertson Design** (2015–16) • San Francisco, CA

Founder, **ASAWAR** • **Erbil Lifestyle** • **msvision** (2010–16) • Erbil, Kurdistan

G.E.G. Reklam — Advertising agency • Lead Designer (2005–10) • Erbil, 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

AI Tools for Research, Ideation, Prototyping & Product Development • Figma • Framer • Webflow • CMS & No-Code Platforms • Adobe Creative Cloud • HTML/CSS

Education

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

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

Institute of Fine Arts — Diploma, Painting • 2004 • Erbil, Kurdistan