Taimoor Nasir

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Summary

Product design lead with **8+ years** across AI platforms, fintech, and consumer products. At Revolut I designed the **core ML operations platform** and helped onboard **65 teams** to it. At AI71 I was the **founding designer** on enterprise voice-AI for UAE government services. Now I lead design engineering at Betr.ai, shipping natively across **macOS, Windows, iOS, and the web**, working end to end from **user interviews to production code**.

Experience

Design Engineer Manager — Betr.ai · REMOTE · US

Jan 2026 – ongoing

- Lead design engineering for a **collective knowledge platform**: people document real decisions so the next person facing the same one learns 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), taking each from first sketch to production code.
- Designed and built the **macOS and Windows desktop apps**, holding one interaction model across both while respecting each platform's native conventions.
- Own the **shared design system** and work **hands-on in the codebase** (TypeScript, React), moving from design to shipped UI without a handoff gap.

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 that became a steady driver of subscriber growth.
- 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%** and making model behavior legible to non-ML teams.
- Designed the **Agentic Platform** for multi-step reasoning and the **fallback workflows** that keep AI chats running through model failures.
- Launched the **LLM Playground** and online evaluation tools that shortened model testing cycles, and redesigned **KYC flows** with Selfie 3.0 within regulatory constraints.

Founding Product Designer — AI71

May 2024 – Jan 2025

- First and lead designer on **MIRA**, an AI customer support platform adopted across UAE government, healthcare, and enterprise support.
- 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 to uncover the workflow gaps that set the redesign agenda.
- Restructured the **knowledge-base design** with the ML team, improving model prediction accuracy and time-to-value.

Senior Product Designer (E-commerce, SaaS) — Remarketed

Jan 2023 – Jul 2024

- Redesigned the e-commerce platform and built its **design system**, shared across design and engineering.
- Ran **A/B-tested iterations** across the funnel, lifting conversion and reducing cart abandonment.

Senior Product Designer (Fintech) — TranxPay

Feb 2022 – Apr 2023

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

Product Designer (E-commerce) — Desertcart

Mar 2021 – Jan 2023

- Spearheaded a UX/UI redesign that lifted conversion from **1.4% to 6.3%**.
- Designed the **PRO Membership** and an optimized checkout that cut abandoned carts.
- Organized a **700+ category** information architecture and grounded iterations in GA, Hotjar, and Crazy Egg.

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

Porrter `NATIVE MACOS APP` · Menu-bar app for local dev servers. Signed, notarized, auto-updating. SwiftUI. porrter.com

Rasid `NATIVE IOS APP` · Subscription and bill tracker for the UAE. SwiftUI, 140+ TestFlight testers. rasid.app

HueGrid `WEB APP` · No-code shader design tool. 2,000+ users, paid plans, and a Figma plugin. huegrid.app

Brick `WEB APP` · Client management for freelancers: CRM, proposals, and invoicing. trybrick.app

Skills

End-to-End Product Design

problem framing · user interviews · user scenarios · prototyping · interaction design · high-fidelity UI

Platform-Native Design

macOS · iOS · Windows · Apple HIG · Liquid Glass

Design Engineering

TypeScript & React · Swift & SwiftUI · motion & interaction · production UI code

Research, Systems & Leadership

usability & A/B testing · onsite field research · design systems · accessibility · cross-functional leadership · mentoring

Education

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