

MEHDI MAIEZ

Senior Product Designer | UX/UI & Product Strategy | AI-Augmented Design Lead

Tunis, Tunisia • Open to Relocation & Remote (International)

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PROFESSIONAL SUMMARY

Senior Product Designer and UX/UI Lead with over 14 years of international experience architecting and delivering digital products across SaaS, FinTech, Healthcare, Web3, and emerging AI ecosystems. Expert in driving the end-to-end product design lifecycle, from discovery, user research, and strategic roadmapping to information architecture, design systems, and high-fidelity interactive prototyping. Proven track record leading multidisciplinary design teams, partnering with C-suite stakeholders, and deploying AI-augmented workflows (Figma MCP, Claude, AI-to-code) that accelerate time-to-market by up to 75% while drastically reducing development handoff friction.

CORE COMPETENCIES & SKILLS

- **Product & UX Strategy:** 0-to-1 Product Design, User Research, Discovery, Information Architecture, User Journey Mapping, Interaction Design, High-Fidelity UI, Design Systems.
- **Design Leadership:** Cross-Functional Team Leadership, Stakeholder Alignment, C-Suite & Executive Workshops, Product Scoping, Design-to-Development Handoff, Agile/Sprint Planning.
- **AI-Augmented Workflows:** Conversational UX, Human-in-the-Loop Design, AI Product Prototyping, Figma MCP (Claude + GitHub + Vercel), Prompt Engineering, AI-Assisted Design-to-Code.
- **Industry Domains:** B2B SaaS, Enterprise Platforms, FinTech & Trading Systems, Digital Health & EHR, Cybersecurity, Web3 & AI Agents.

PROFESSIONAL EXPERIENCE

Senior Product Designer (AI-Augmented) | [Neoshore](#) –

2026 – Present

Tunis, Tunisia / Belgium (Remote)

- Lead end-to-end UX and product design initiatives from problem discovery and requirement scoping through production rollout.
- Created the visual identity for TREVOR across four distinct creative directions, full visual design systems, and corporate brand guidelines.
- Architected and deployed an AI-augmented Figma MCP workflow integrating Claude, Figma, GitHub, and Vercel, decreasing time-to-market by 60–75% and cutting handoff discrepancies by 85%+.
- Facilitated executive and client workshops to translate complex business requirements into actionable UX problem/solution matrices, detailed user flows, and screen specifications.
- Structured a 12-sprint product roadmap and Jira backlog; engineered an enterprise light/dark Figma design system with robust design tokens and custom MUI components.

Head of AI Experience & Product Design | [Advocate.ai](#) –

Sep 2025 – 2026

Tunis, Tunisia

- Conceived and shipped a flagship B2B AI sales-intelligence platform from 0-to-1 to production within six weeks, accelerating go-to-market delivery by an estimated 60–75%.
- Pioneered embedded conversational AI assistant experiences, intuitive interaction patterns, and human-in-the-loop validation frameworks.
- Designed automated sales-intelligence workflows that convert complex algorithmic predictions into intuitive, actionable product decisions.
- Directed complete visual design and product branding across the web platform, browser extensions, design system, marketing websites, and GTM assets.

Head of UX | Atlas Energies – Tunis, Tunisia**Jan 2025 – Sep 2025**

- Designed and deployed an AI-enabled enterprise CRM platform tailored for energy consultants, optimizing lead management, project pipelines, and analytical reporting.
- Steered end-to-end design lifecycle from user discovery to production-ready UI, collaborating closely with developers and executive leadership to implement a comprehensive Figma design system.

Head of UX | Gulf Software & Technology LTD – Istanbul, Turkey**May 2022 – Sep 2024**

- Managed and mentored a cross-functional squad of designers and software engineers taking a complex trading platform from ideation through commercial launch.
- Defined overall product vision, UX strategy, and functional specifications for institutional financial products serving international users across the MENA region.
- Engineered high-performance, accessible trading interfaces adhering to stringent financial regulatory compliance standards while establishing structured design-to-development pipelines.

Senior UX/UI Designer | Eggmed – Delaware, USA (Remote)**Aug 2019 – Oct 2022**

- Spearheaded user experience architecture for cloud healthcare solutions, electronic health records (EHR), and patient management systems in high-compliance environments.
- Collaborated continuously with medical professionals and clinical engineering teams to validate workflows, reduce cognitive friction, and elevate patient-doctor digital touchpoints.

Senior UX/UI Designer | Idealump – Tokyo, Japan (Remote)**Jul 2020 – May 2022**

- Delivered comprehensive UX/UI architecture, interactive wireframes, and scalable prototypes for diverse global enterprise web and mobile applications.
- Conducted quantitative and qualitative user testing sessions to iterate design solutions based on user behavioral data.

Head of UX | EMIKETIC Web Technologies – Tunis, Tunisia**May 2018 – May 2020**

- Standardized enterprise UX design methodologies, introduced Design Sprints across product units, and led UI engineering teams across client lifecycles.

Head of UX | appid – Tunis, Tunisia**Jul 2012 – Jul 2016**

- Oversaw mobile and web user interface design for multiple consumer and enterprise accounts; provided strategic UX advisory to founding teams.

SELECTED AI PRODUCTS & LIVE CLIENT WORK

- **Wavvy – AI Music Creation Platform:** Conceived, designed, and deployed an end-to-end AI-native music studio web application. A single text prompt generates a full song (~30s) with section-by-section arrangement, stem isolation, BPM/key detection, and multi-format export (MP3, 24-bit WAV, MIDI).
- **Blackmind – AI Learning & Content Platform (Gold Hackathon Winner):** Architected an AI-first workspace featuring a conversational architect that transforms prompts into structured courses or narratives with live editable documents, block-level generative actions, and an integrated creator marketplace.
- **Nudge – AI Sales Intelligence Platform:** Designed the end-to-end B2B SaaS experience and conversational AI copilot; architected intuitive user flows to translate complex algorithmic telemetry and deal reality metrics into actionable sales decisions.
- **Hexabot – Conversational AI Builder:** Crafted the UX/UI for a drag-and-drop conversational AI builder; translated complex backend branching logic into an intuitive visual canvas enabling non-technical users to build and deploy advanced AI chatbots.
- **Tahweel – FinTech Super-App:** Redesigned critical mobile financial journeys including onboarding, diaspora remittances, and multi-currency digital wallet flows; delivered investor pitch decks and production-ready developer specifications.
- **Eggmed – Healthcare SaaS EHR Platform:** Led the end-to-end product design lifecycle across high-converting landing pages, core electronic health records (EHR) systems, and automated medical communication workflows.

- [LeaLab AI](#) – **Healthcare AI Platform (Video Case Study)**: Directed complete product design from clinical discovery to production-ready UI, streamlining patient journeys through virtual consultations, predictive scheduling, and clinical care management.
- [SecOps Forces](#) – **AI Cybersecurity Suite**: Designed an enterprise cybersecurity platform featuring real-time AI threat detection, data breach monitoring, and reputation management, transforming security telemetry into clear, proactive insights.

TECHNICAL TOOLKIT & ENVIRONMENTS

- **Design & Prototyping**: Figma, FigJam, Adobe Creative Suite (Photoshop, Illustrator, XD), Design Systems, Responsive UI, Micro-interactions.
- **AI & Prototyping Stack**: Figma MCP, Claude, GPT, Google AI Studio, Lovable, Stitch, GitHub Copilot, Prompt Engineering, HTML/CSS/Tailwind.
- **Project & Dev Workflow**: Jira, Confluence, Linear, Slack, Agile / Scrum, Git/GitHub, Vercel, Design Tokens, Material UI (MUI).

EDUCATION & CERTIFICATIONS

National Diploma in Fine Arts (Valedictorian) — <i>Higher</i>	2010
<i>Institute of Fine Arts of Tunis (École Nationale des Beaux-Arts)</i>	
Gold Certificate Winner – Blackmind AI Platform — <i>Kanz AI</i>	2026
<i>Training Hackathon (Kingdom of Saudi Arabia)</i>	
AI Fundamentals Certification — <i>IBM SkillsBuild</i>	2025
UX/UI Design Fundamentals Certification — <i>IBM SkillsBuild</i>	2025

LANGUAGES

- English: Fluent | French: Fluent | Arabic: Native | Italian: Fluent | Spanish: Basic