

Umair Yahya

Principal Product Designer

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PROFILE

Certified UX and Product Designer with 14 years of experience building digital products across fintech, travel, hospitality, e-commerce, and consumer mobile. Joined Sendoso as its first designer and built the company's design and research practice from the ground up. Research-first by habit, validating ideas through competitor analysis and user testing. Currently leads design across major regional banking and retail partners, while building an independent venture and mentoring designers through ADP List.

SELECTED ACCOMPLISHMENTS

- Joined Sendoso as its first designer and grew the design team from one to 12+ designers over four years.
- Pioneered Sendoso's first usability testing programme, recognised in direct recommendations from Google's VP of UX Research.
- Designed a complete white-labelled travel platform for Egypt's largest private-sector bank as sole designer, shipping flights and hotels in four months across 140+ screens.
- Built ClubHub's enterprise SaaS product and design system end to end within a five-month engagement.
- Support reported a drop in related tickets following a research-led redesign of Integrity.ai's Flow Builder.
- Mentored 18 designers globally through ADP List, with mentees in three countries.

EXPERIENCE

Principal Product Designer · Zension Technologies

Dubai, United Arab Emirates · March 2024 - Present

- Own design end to end as sole designer on Zaam, a subscription service for accessing the latest tech on low monthly payments.
- Lead a cross-functional team of five to six across customised partner journeys for Emirates NBD, ADCB, RAK Bank, Noon, Samsung, and Jarir.
- Measure success through partner sign-off, iteration speed, and handoff-ready delivery; Zaam is live at zaam.life/sa.

Product Designer · Contract · Travel platform

Remote · August 2025 - June 2026

- Designed the complete white-labelled platform as sole designer across flights, hotels, car rentals, and experiences.
- Built mobile and desktop design systems and delivered 140+ desktop screens, LiveOps administration, transactional emails, and vouchers.
- Shipped flights and hotels in four months, followed by car rentals and experiences.

Product Designer · Contract · ClubHub

Remote · January 2024 - June 2024

- Designed a vacation-club management platform from the ground up for the founding team.
- Led two junior designers while owning the design system and wallet, home, search, and property-detail experiences.
- Delivered 250+ screens in five months; the product now runs for Park Royal Hotels at clubhub.ai.

Senior Product Designer and Team Lead · Integrity.ai

Dubai, United Arab Emirates · August 2022 - January 2024

- Led the Flow Builder, embed, and form-builder redesign with a product manager and a junior designer.
- Built the design system and delivered 40+ screens per module across a platform serving 50,000+ users and one billion+ monthly API calls.
- Validated Flow Builder through usability and A/B testing on Maze; support reported fewer related tickets after launch.

Senior Product Designer · Sendoso

San Francisco, California · July 2018 - June 2022

- Joined as Sendoso's first designer, working solo across versions 1.0 and 2.0 before the team grew to 12+ designers.
- Designed the full design system and 300+ screens across sends, navigation, campaigns, marketplace, touches, and contacts.
- Pioneered the first usability testing programme and directed a three-month navigation redesign informed by card sorting with 69 participants.
- Moved the navigation work from internal exploration to the roadmap and a feature-flag beta with 15 customers.

Senior to Lead UI/UX Designer · Venexel Technologies

Lahore, Pakistan · February 2014 - July 2018

- Promoted from Senior to Lead UI/UX Designer, managing a team of two.
- Designed Viaesys, a winter-road monitoring and patrol-assistance system across web and mobile; live at viaesys.com since 2014.
- Delivered brand, product, campaign, and web work for clients including DBS Bank and Liberty Wireless.

Senior UI/UX Designer · PLD Publishers

Lahore, Pakistan · March 2013 - January 2014

- Delivered UI/UX, print design, and illustrations across digital and print projects.

UI/UX Designer · Live Buddys

Remote · US clients · March 2012 - February 2013

- Designed and delivered websites and mobile apps for US-based clients in a fully remote capacity.

FREELANCE

Product Designer · KnowMe

Remote · Canada · January 2022 - April 2022

- Led design as sole designer on a privacy-first contacts app for iOS and Android.
- Delivered 250+ screens from research through development handoff and tested the prototype with users.

ENTREPRENEURSHIP AND COMMUNITY

Founder and CEO · GetSetWell

United Arab Emirates · November 2025 - Present

- Founded and licensed a UAE-registered wellness platform connecting urban professionals with certified fitness, nutrition, and lifestyle coaches.
- Leading the founding team and product build for launch in Dubai, Abu Dhabi, and Sharjah; waitlist at getsetwell.com.

Product Design Mentor · ADP List

Remote · April 2024 - Present

- Mentored 18 designers in three countries on portfolios, design craft, and UAE job-search strategy.

SKILLS

Product: Product Design, UX Design, UI Design, Design Systems, Wireframing, Rapid Prototyping, Usability Testing, Market Analysis, Mobile Applications, AI-Augmented Design

Leadership: Research and Synthesis, Problem Solving, Cross-functional Collaboration, Stakeholder Presentations, Mentoring

Tools: Figma, Framer, Webflow, Adobe Creative Cloud, After Effects, Lottie, Rive, Spline

EDUCATION AND CERTIFICATIONS

Intermediate, Punjab College Lahore, 2011 - 2013 · Matriculation, LGGS

UX Strategy Master Class, Jaime Levy, 2019 · Identity Design: For a Personal Cause, -ing Creatives, 2019