

Sid Jameson

AI Design Engineer · Former Product Design Manager

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SUMMARY

Eight years designing complex, data-heavy products: trading, security, maps, food delivery, AI learning, and now healthcare. I help decide what's worth building and make the case to Product, Engineering and the business. **Built and led design teams from scratch**, most recently at Andarz, Wallex's AI learning product. Today I design in code with Claude and build the AI workflows our design team runs on.

EXPERIENCE

AI Design Engineer · Huma

06/2026 – Present

Digital health. Designing Atlas, Huma's UK healthcare product, in code with Claude instead of Figma.

- Built a **task audit agent**: from a Jira ticket it lists every design change needed, each traced to a PRD line, product decision or acceptance criterion, with before/after sheets.
- Built a **handoff slicer** that produces one HTML file per handoff, so engineers reach every screen state from a single control panel without a design tool.
- Built a **decision helper** for gaps in the PRD: it checks decision notes, NHS England and ICO guidance and competitors, then records the answer in a pull request.

Wallex

11/2024 – 06/2026

Iranian crypto exchange and fintech platform (1M+ users): crypto trading and NFT-based lending.

AI Product Design Manager, Andarz (Wallex's AI learning product)

08/2025 – 06/2026

- Led design for Andarz, defining how the AI tutor behaves: its tone, what it remembers between sessions, and when it steps in. Developed the **M3 framework** (Moment, Memory, Momentum).
- Built the design team from zero to **four designers**. AI-assisted, explainable learning: **+32% weekly active users, +21% session completion**.
- Set a prototyping-to-shipping workflow on Figma Make and Cursor; kept design **2–3 sprints ahead of engineering**.

Product Design Manager

11/2024 – 09/2025

- Sole design lead between Product and Engineering; built POCs and MVPs for fast validation in a high-stakes trading environment.
- Set the platform-wide visual language. Revision cycles dropped **from five rounds to two**; on-time delivery up **25%**.

Senior Product Designer · Snappfood

09/2023 – 11/2024

On-demand food delivery, 5M+ users, 330K+ daily orders. Promotions (12/2023 – 11/2024); Search & Discovery (09/2023 – 12/2023).

- Owned the Cashback Service turnaround end to end. **Usage up 40%, cost down 58%**.
- Led Promotions design across four cycles and shipped Promotion Center: **+20% party orders, +62% pages per session** and **+5 pts** basket conversion for sessions that used it.

Product Design Team Lead · Fadak Trains

10/2022 – 09/2023

Premium railway service in Iran. Product Design Consultant (part-time) from 10/2022, Team Lead from 01/2023.

- Raised design speed **28%** with an end-to-end research, prototype and test process; a design system with four component libraries made UI design **20% faster**.
- Mentored junior and mid-level designers; regular reviews cut revision rounds by **50%**. Brought **2 new products** to market with engineering and marketing.

Senior Product Designer · Avand HR

09/2021 – 12/2024

Recruitment and talent-management platform with AI-driven job matching.

- Directed an end-to-end product redesign from cross-team research. **95% user satisfaction**.
- Ran delivery as de facto design PM across **5 cross-functional teams**; timelines improved **20%**.

Product Design Team Lead · Graph Inc.

06/2020 – 06/2023

Threat detection and response: XDR, EDR/MDR and FAM products. Product Designer until 03/2021, then Team Lead.

- Led the FAM product design team; products rated **4.5/5** by customers.
- Design and stakeholder alignment behind a **25% revenue increase** on the FAM line; launched a Kiosk product that lifted sales **20%** and retention **15%**.

OTHER EXPERIENCE

Product Designer, BluefoxAI (2020 – 2021) and Hezardastan Group (2020 – 2021) · **Lead UI/UX Designer**, apiEco (2020) · **UI/UX Designer**, Anardoni, an iOS app store with 1M+ users (2018 – 2020) · **UX Designer**, Cafe Bazaar and Balad (apprenticeships, 2019) · **UI/UX Designer**, BINATEB (2019) · **Graphic Designer**, Masire Sefid and Azarnegar (2017 – 2018)

EDUCATION

B.Sc. in Software Engineering · University of Zanjan, Iran (2016 – 2020)