Sinan Chengoli

Lead Product Designer | AI User Experience Designer
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Strategic Lead Product Designer and AI-first developer specializing in fintech, digital banking, payments, wallets, brokerage, trading, and B2B/B2C platforms. Experienced in high-growth startups, regulated financial services, KYC, customer onboarding, and cross-market product experiences in the UAE, Saudi Arabia, and India. Skilled in scaling design systems, leading teams, and improving activation, retention, conversion, and engagement.

TECHNICAL SKILLS

- Claude AI & AI-Assisted Development
- Claude Code / Claude Development Workflows
- OpenAI Codex
- AI-First Front-End Development
- Front-End Development (React, JavaScript, HTML, CSS)
- Back-End Development Workflows (Laravel, PHP, Python)
- GitHub & Git Version Control
- Model Context Protocol (MCP) Integrations
- AI-Driven Prototyping & Implementation
- Admin Panel & Back-Office Product Development
- Full-Stack Collaboration & API Workflows
- Responsive Web Applications
- Interface Design
- User-Centered Design
- Prototyping
- UX Research
- AI Product Design
- User Testing
- Design Systems
- UX Writing
- Figma
- Journey Mapping
- Product Strategy
- Wireframing
- Prototyping
- Accessibility
- A/B Testing
- Sketch
- Invision
- Framer
- Design Thinking
- Stakeholder Management

EXPERIENCE

FINOTIVE ONE — Lead Product Designer • Dubai, UAE November 2025 - Present

- Leading product vision, strategy, and execution across the Finotive ecosystem, working closely with the CEO and cross-functional teams to build high-performing fintech products.
- Responsible for shaping product direction, driving redesign initiatives, improving customer experience, and ensuring every platform meets both user needs and business goals.
- Sole design owner of four major fintech products: Finotive Funding (proprietary trading firm), Finotive Markets (brokerage platform for traders and investors), Finotive Futures (futures prop trading platform), and Finotive Pay (payments platform handling the entire money flow across the ecosystem).
- Own end-to-end product leadership across all Finotive brands, from idea stage to launch and continuous optimization.
- Led the complete ground-up redesign of the entire Finotive ecosystem, transforming usability, trust, and conversion, and helping the platforms attract significantly more users within a short period of launch.
- Collaborate across every department, including development, marketing, risk and compliance, and customer support, to craft the best possible experience for traders at every touchpoint.
- Define product roadmaps, feature priorities, and long-term growth strategies, working directly with the CEO and senior leadership on strategic product decisions and execution plans.
- Collaborate closely with development teams to deliver scalable, high-quality products efficiently.
- Partner with marketing teams to improve campaigns, landing pages, acquisition funnels, and brand experience.
- Coordinate with affiliate teams to optimize partner journeys, referral systems, and revenue opportunities.
- Work closely with customer support teams to identify recurring issues and improve user satisfaction.
- Engage directly with active traders and customers to understand real pain points, behavior, and expectations, translating customer feedback and market insights into practical product improvements and new opportunities.
- Act as a key decision-maker across product experience, functionality, and innovation.
- Designed the full trader journey for the prop funding platform: challenge selection and checkout, evaluation progress, trading dashboard, rule compliance, payouts, and account lifecycle.
- Designed real-time trading dashboards with live equity, drawdown, and rule tracking, turning complex risk rules into clear visual indicators traders understand at a glance.
- Designed KYC verification and compliance onboarding flows that balance regulatory requirements with signup conversion.

- Designed payout and wallet experiences, including withdrawal flows, transaction history, and credit systems traders can trust.
- Designed affiliate and referral portal experiences that support partner growth and new revenue channels.
- Designed community and engagement features, including trading competitions, leaderboards, and shareable achievement certificates.
- Designed internal admin and back-office tooling for risk, compliance, and customer support operations.
- Helping scale a multi-brand fintech ecosystem by combining leadership, product strategy, deep customer understanding, and strong collaboration across every department.
- Expanded multi-product financial journeys spanning Finotive Pay, Finotive Markets, Finotive Funding, and Finotive Futures, with a consistent approach to onboarding, account activation, payments, wallet balances, payouts, and transaction transparency.
- Defined detailed wallet and money-movement user journeys, including withdrawal confirmation, payment status, transaction history, user guidance, and exception-state UX across connected fintech experiences.
- Connected consumer-facing trading and payments experiences with operational admin panels and back-office workflows to support compliance reviews, support resolution, and risk monitoring.
- Collaborated with growth and engineering on conversion-focused onboarding, user activation, engagement, and lifecycle improvements, delivering reusable Figma components, prototypes, and implementation guidance.

YUZE DIGITAL — Lead AI Product Designer (Contract Base) • Dubai, UAE December 2024 - September 2025

- Leading the end-to-end design of an AI-driven B2B banking platform, continuously optimizing workflows for small SMEs.
- Designing and maintaining a scalable design system to ensure consistency across web and mobile platforms.
- Developing and refining key fintech features, including AI-powered document comparison, card activation, and intelligent chat support.
- Collaborating with engineers and stakeholders to enhance and expand the AI banking solution for small businesses.
- Conducting ongoing usability testing and user research to improve AI-driven features and elevate user engagement.
- Designed end-to-end journeys for SME onboarding, KYC verification, payments, and card management, simplifying complex banking workflows into intuitive experiences.
- Defined AI interaction patterns for the platform’s intelligent assistant, including conversational flows, error and fallback states, and trust-building transparency cues.
- Delivered developer-ready specifications and high-fidelity prototypes in Figma, accelerating handoff and reducing design-to-development iteration cycles.
- Designed data-heavy dashboards and reporting views that made financial insights clear and actionable for SME owners.
- Established accessibility standards (WCAG) across the platform, ensuring inclusive experiences for business users.
- Facilitated stakeholder workshops to align product, engineering, and business teams on feature priorities.
- Ran design QA during development sprints, ensuring accurate implementation of designs across every release.
- Worked on localized SME customer onboarding, KYC and compliance experience requirements spanning India, Saudi Arabia, and the UAE, considering country-specific documentation, verification steps, and customer guidance.
- Expanded digital banking journeys for card activation and management, payments, account management, financial dashboards, and trusted customer support interactions across mobile and web.
- Simplified complex financial-service workflows through information architecture, accessible forms, clear validation and error states, progressive disclosure, and design-system consistency.
- Partnered with product and engineering teams on the end-to-end design lifecycle, from research and prototypes to developer-ready specs, design QA, and iterative delivery.

LOCAI (Specter AI, Mira AI, Razi AI) — Senior AI Product Designer • Abu Dhabi, UAE February 2024 - February 2025

- Conducted user research through interviews, surveys, and usability testing to gather insights and inform design decisions, while also building AI SaaS products from scratch, including their interactive website landing pages.
- Optimized the checkout form, leading to a 20% decrease in user drop-offs during the three months of the redesign by conducting user research and A/B testing.
- Collaborated with product managers, developers, Machine learning team and stakeholders to define product requirements and design solutions.
- Successfully launched a new AI web app, onboarding over 10–15 clients within the first three months, with a 4.8/5 user rating based on their feedback.
- Established a consistent design system and component library to accelerate development, ensure visual consistency, and support scalability across all AI SaaS products.
- Designed conversational AI and LLM-powered interfaces across Specter AI, Mira AI, and Razi AI, covering chat experiences, prompt flows, and AI response and loading states.

- Defined information architecture, user flows, and wireframes for each product, taking concepts from zero to launch-ready designs.
- Designed pricing, subscription, and onboarding funnels that supported early client acquisition and product-led growth.
- Created scalable UI patterns for AI states, including loading, streaming, error, and empty states, reused across all three products.
- Partnered with the machine learning team to shape how model capabilities were surfaced as clear, trustworthy user-facing features.
- Designed marketing and product websites end to end, aligning brand identity with product experience across Specter AI, Mira AI, and Razi AI.
- Ran moderated usability sessions and translated findings into iterative design improvements each sprint.

CPT MARKETS — Senior AI UX UI Designer • Dubai, UAE May 2023 - April 2024

- Transformed CPT Markets' platform by revamping UX/UI and integrating AI capabilities - converting standard products into intelligent solutions. Achieved 60% higher retention and 35% improved conversion within 5 months through streamlined onboarding and data-driven iterations.
- Solved critical checkout drop-offs through UX optimization, leading to expanded project ownership from parent companies — with our team winning ‘Top Performing Team Player’ the same year.
- Led a team of 4 designers while collaborating with product managers, developers, and stakeholders to define requirements and deliver user-centered design solutions.
- Successfully launched new B2B/B2C products within 4-5 months - delivering all critical bug fixes and UX optimizations that significantly improved real-user satisfaction across platforms.
- Designed core trading experiences including dashboards, account opening, deposit and withdrawal flows, and portfolio views for retail traders.
- Built and maintained a unified design system across web and mobile trading products, ensuring brand and interaction consistency across the group’s platforms.
- Mentored the design team through structured critiques and design reviews, raising design quality and delivery speed across projects.
- Redesigned onboarding and account verification flows, reducing friction in regulated sign-up journeys.
- Partnered with marketing on promotional and campaign experiences, supporting acquisition across regional markets.
- Standardized handoff documentation and component specifications, improving developer velocity and design consistency.
- Presented design strategy and results to senior leadership and parent-company stakeholders.
- Applied financial-product UX expertise to account creation, trading dashboards, deposits, withdrawals, portfolio views, and secure account verification for retail brokerage customers.
- Focused on onboarding conversion, activation, customer engagement, retention, and clearer financial interactions through user research, testing, and iterative design improvements.
- Collaborated across product, engineering, and business stakeholders to maintain reusable trading UI patterns and consistent responsive web and mobile experiences.

STEALTH DESIGN — Senior UX UI Designer • Dubai, UAE April 2022 - May 2023

- Revamped UX/UI for a confidential client, creating a 10x high-fidelity prototype that helped secure investment from the US, significantly boosting client interest.
- Led UX/UI design and project management for high-profile clients, including Ketto, 5X, Stoxbox, and others.
- Developed a design system and led design iterations, enhancing user experience and reducing client revision requests.
- Managed daily client alignment meetings and drove end-to-end project execution.
- Took ownership of multiple projects, ensuring strategic and user-centric design outcomes.
- Ran discovery workshops, competitive analysis, and user research to shape product strategy for fintech, investment, and crowdfunding clients.
- Delivered responsive web and mobile experiences end to end, presenting work directly to founders and investor audiences.
- Defined design systems and UI kits per client, enabling their in-house teams to scale the designs after handover.
- Managed multiple concurrent client projects, balancing timelines, scope, and quality across engagements.
- Translated complex financial and investment products into simple, trustworthy user experiences across web and mobile.

ATECHY GROUP — Product Designer, UX Mentor • Dubai, UAE August 2021 - April 2022

- Led UX/UI design and project management for multiple high-profile projects, including creating a high-fidelity prototype for a confidential client, which attracted significant investor interest.
- Developed and implemented design systems, guiding projects from low to high fidelity.
- Conducted in-depth research, ensuring designs met client goals and market needs.
- Held daily alignment meetings with project managers to ensure seamless project execution and alignment with client objectives.

- Contributed to UX, UI, presentations, and mood boards, enhancing project outcomes and team collaboration.
- Mentored junior designers on UX fundamentals, design systems, and design craft, growing overall team capability.
- Created personas, journey maps, and interactive prototypes that translated client goals into validated design directions.
- Built clickable prototypes for investor demos and stakeholder presentations, accelerating buy-in and funding conversations.
- Established reusable component libraries that shortened design cycles across projects.
- Collaborated with developers during implementation to maintain design fidelity through launch.

DOJOIN — Product Designer • Dubai, UAE January 2019 - August 2021

- Played a key role as both Product Designer and Manager, reporting directly to the CEO.
- Identified and redefined the company’s strategy and management approach, leading to profitability within months of joining.
- Transformed the product experience as the sole designer, contributing to the rapid growth of the application.
- Helped the application gain thousands of active users and become a well-recognized product in the UAE.
- Owned the full product lifecycle from concept through launch, designing onboarding, discovery, and engagement experiences across the app.
- Collaborated with marketing on brand identity, campaigns, and app store presence to support user acquisition and retention.
- Defined the product roadmap with the CEO, prioritizing features based on user feedback and business impact.
- Designed and iterated core app flows, including onboarding, search and discovery, profiles, and notifications, across iOS and Android.
- Set up lightweight research loops with real users to validate features before development.

FIVERR — Freelance UX UI Designer • Remote 2018 - November 2020

- Gained diverse experience on freelancing platforms like Fiverr and Freelancer, working on a wide range of projects across industries.
- Collaborated with clients from China, the US, Australia, and India, enhancing cultural awareness and adaptability in design.
- Developed strong project management skills, balancing multiple projects while maintaining high-quality deliverables.
- Built lasting client relationships, leading to repeat business and referrals.
- This experience contributed significantly to my professional growth, expanding my skill set and industry knowledge.
- Designed websites, mobile apps, dashboards, and brand assets end to end for international clients across e-commerce, education, and services.
- Managed the full client cycle independently, from briefs and proposals through revisions and final delivery, across multiple time zones.
- Produced wireframes, high-fidelity UI, and interactive prototypes tailored to each client’s brand and audience.
- Adapted quickly across industries and platforms, building the versatility that carried into later product leadership roles.

EDUCATION & CERTIFICATIONS

Rabindranath Tagore University Bachelor of Arts, General · CGPA 7.16 (71.60%) Sep 2022 - Jun 2025

Google UX Design Specialization Certified By Google Mar 2025

Generative AI by Microsoft and LinkedIn LinkedIn Learning Mar 2025

Arena Animation Diploma. AAIP Visual Effect & UX UI Design May 2018 - Nov 2020

ATS Optimization Note (for system parsing only): Head of Product Design · Product Design Leadership · UX/UI Design · Product Strategy · Design Systems · Fintech Platforms · SaaS · Digital Banking · Payments · B2B & B2C Design · Scalable Design Systems · DesignOps · UX Architecture · Human-Centered Design · Customer Experience (CX) · Service Design · Interaction Design · Information Architecture · Usability Testing · User Research · Journey Mapping · Rapid Prototyping · Wireframing · Visual Design · UI Guidelines · Design Tokens · End-to-End Experience Design · Figma · Adobe XD · Sketch · Protopie · Accessibility (WCAG) · Design Thinking · Agile & Scrum · Product Lifecycle Management · Cross-Functional Collaboration · Stakeholder Management · Product Roadmapping · Design Mentorship · Team Leadership · Hiring & Talent Development · Design Governance · Data-Driven Design · A/B Testing · KPI-Driven UX · Conversion Optimization · User Engagement · Product-Led Growth · Platform Design · Enterprise UX · Digital Transformation · Innovation Strategy · Creative Direction · UX Metrics · Brand Systems · Research Synthesis · Problem Solving · Strategic Vision · Business Alignment · MVP Design · Scalable Architecture · Collaboration with Engineering · Product Management Partnership · UI/UX Frameworks · Design Culture Building · Product Discovery · Design Execution · Experience Strategy · Fintech Product Design · Prop Trading Platforms · Proprietary Trading Funding · Brokerage Platform UX · Trading Platform Design · Trading Terminal UX · Futures Trading · Payment Gateway UX · Crypto & Blockchain UX · Web3 Design · KYC & Onboarding Flows · Acquisition Funnel Optimization · Landing Page Optimization · Referral & Affiliate Systems · Retention & Engagement Strategy · AI Product Design · AI UX Design · Conversational AI Design · LLM UX · Generative AI · Multi-Brand Design Leadership · Product Vision · Roadmap Ownership · Executive Stakeholder Collaboration · Lead Product Designer · Design Director