

Yaseen Zain

Product Design Lead | Remote | yzain.work@gmail.com | [Portfolio](#) | [Linkedin](#) | [Medium](#)

Professional Summary

Senior Product Designer with 8+ years of experience across product design, UX, and visual design, shipping B2C, B2B, marketplace, and SaaS products. Owns work from product strategy and discovery through research, interaction design, prototyping, validation, and launch, with hands-on experience in Agile product development, AI-assisted prototyping, and frontend implementation.

Experience

Rabt.store

Arabic-first SaaS for creator monetization, Remote

Co-founder | Product Designer • Part time • May 2026 – Present

Co-founded an Arabic-first creator monetization platform, defining product strategy, and establishing its visual identity. Validated early demand by enabling a creator to generate their first sales through Rabt.

Tripsome

Travel-tech
B2C, B2B, SaaS
Azerbaijan, Remote

Product Design Lead | CPO • Jun 2024 – Present

Sole Product Designer at Tripsome, owning product design across a B2B2C booking platform and internal SaaS tools. Led 0-to-1 product design and launch of the partner app and cash booking feature, which retained 25% of partners. Redesigned the booking experience, reducing pre-checkout drop-off by 15%. Ran growth experiments that took a partner from zero sales to top-seller status within three months.

Product Lead • Apr 2023 – Jun 2024

Directed the 2.0 platform redesign, translating customer needs, product requirements, and business goals into user-centric improvements across navigation and booking. Led cross-functional collaboration with engineering, marketing, sales, and leadership, shaping the experience that scaled the platform to ~ AZN 1M in booking revenue.

UX Consultant • May 2022 – Apr 2023

Audited the end-to-end marketplace journey to identify usability and customer-experience gaps.

Vettons

E-commerce & Smart stays
B2C, B2B, Internal SaaS
Kuala Lumpur, Malaysia

UX Principal • Feb 2021 – Apr 2022

Managed three designers, setting design direction across consumer and internal SaaS products. Led the integration of Smart Stays, IoT-enabled stays, grocery ordering, and utility payments into Vettons' e-commerce platform, evolving it toward a unified super app. Facilitated design sprints, UX research, usability testing, and design-system development.

Senior Product Designer • Oct 2020 – Feb 2021

Designed and validated B2C e-commerce experiences across user research, interaction design, prototyping, and usability testing. Worked closely with product, engineering and researchers to improve the customer experience and establish the foundations of a scalable design system.

Projects

[Rabt.store](#) | [Tripsome marketplace](#) | [Tripsome partner app](#)

Skills

Design: Design thinking, Strategy, Interaction design, Information architecture, Prototyping, Design systems, Experimentation, Interviews, Wireframing, User flows, User testing.
Development: AI-assisted Development • Vibe Coding • HTML • CSS • Tailwind CSS
Design tools: Figma • Codex • Linear • Jira • Notion • Airtable • Photoshop • Illustrator

Recognition

Invited Jury Member — Azerbaijan Creative Cup for Startups

Education

Bachelor of Arts (Hons) Animation @ Limkokwing University of Creative Technology
Sep 2011 – Dec 2014, Malaysia

Languages

English (Fluent) • Arabic (Native)