Yaseen Zain

Product Designer, Product Lead | Remote (UTC+04) | Open to relocation

yzain.work@gmail.com | Portfolio | Linkedin | Medium | Behance

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Work Experience

CPO | Tripsome
Travel-tech Startup (B2C, B2B, SaaS)

Jun 2024 - Present, Azerbaijan Remote

- Defined product strategy across **B2C** consumer app, **B2B** partner app, and **SaaS**-based admin tools.
- Optimized booking flow and usability, reducing drop-offs before checkout by ~15%.
- Ran growth experiments that turned a non-selling partner into a top seller.

Product lead | Tripsome
Travel-tech Startup (B2C)

Apr 2023 - Jun 2024, Azerbaijan Remote

- Led redesign (Tripsome 2.0), improving UX and navigation for the **B2C** marketplace.
- Collaborated across marketing, sales, and tech to align product with business..

UX Consultant | Tripsome
Travel-tech Startup (B2C)

May 2022 - Apr 2023, Azerbaijan Remote

- Audited UX and delivered design recommendations.

UX Principal | Vettons
E-commerce & Smart stays (B2C, B2B, Internal SaaS)

Feb 2021 - Apr 2022, KL, Malaysia

- Directed research, personas, prototyping, and design system setup for **B2C** e-commerce apps
- Established a scalable design system applied across consumer and **SaaS** internal tools.
- Conducted usability testing and interviews.

Senior Product Designer | Vettons
E-commerce & Smart stays (B2C)

Oct 2020 - Feb 2021, KL, Malaysia

- Enhanced core user flows and UI components.
- Spearheaded scalable UI components.
- Launched new features from ideation to production.

UI/UX Designer | Freelancer
Dec 2019 - Oct 2020, Cyberjaya, Malaysia

UI/UX Designer | Centre for Content Creation,
Feb 2016 - Nov 2019, Cyberjaya, Malaysia

Summary

Product Designer with 7+ years of experience delivering B2C, B2B, and SaaS products across travel-tech and e-commerce. Skilled at aligning product strategy, user experience, and business goals to drive measurable outcomes. Currently serving as CPO at Tripsome, leading the growth of its multi-sided travel-tech marketplace.

Skills

- **Strategy & Experimentation:** Product Strategy · Monetization · Growth Experimentation · Business Alignment
- **UX & Design:** UX Design · Interaction Design · Prototyping · Information Architecture · Usability Testing · Design Systems (Material, shadcn, Tailwind)
- **Collaboration:** Agile Methodology · Cross-Functional Teams
- **Front-End Knowledge:** HTML · CSS · Tailwind
- **Remote Collaboration:** Experience working across time zones up to 12 hours ahead

Technologies

- Product design: Figma
- Design tools: Photoshop, Illustrator
- Project Tools: Jira, Airtable, Trello, Notion
- Additional: Maya · Substance Painter, ZBrush

Education

Bachelor of Arts (Hons) Animation
Limkokwing University of Creative Technology, Malaysia | Dec 2011 - Dec 2014

Languages

English (Fluent) · Arabic (Native)

Interests

Perfumery · Handcrafts · Crypto market