

MOHAMMAD SAMARI

Senior Product Designer | AI Product Design | Human-AI Interaction

mohammadsamari.com

Muscat, Oman
Omani Resident Card Holder

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IxDF Profile / Credentials

PROFESSIONAL PROFILE

Senior Product Designer with 7+ years of focused experience designing complex digital products across the GCC, US, and UK markets. Experienced across the full product-design lifecycle, from discovery research and problem definition through information architecture, interaction design, prototyping, usability testing, design systems, and high-fidelity UI. Background spans B2B SaaS, multi-role marketplaces, data-heavy dashboards, workforce products, public digital services, e-commerce, and AI-assisted products. Currently expanding this product-design practice into AI Product Design and Human-AI Interaction, with a growing research focus on trust, human control, explainability, and collaboration with intelligent systems.

CORE EXPERTISE

Product Design & Product Thinking	UX Research & User Interviews	Information Architecture	Interaction Design & User Flows
Wireframing & Prototyping	Usability Testing	Design Systems	B2B SaaS & Enterprise UX
Data-heavy Dashboards	Multi-role Products & Complex Workflows	AI Product Design	Human-AI Interaction
Systems Thinking	Stakeholder Collaboration	Agile / Cross-functional Delivery	High-fidelity UI

PROFESSIONAL EXPERIENCE

Shift | Senior Product Designer

Muscat, Oman | Dec 2024 - Present

- Lead end-to-end product design for an Oman-based workforce marketplace connecting Omani job seekers with employers across retail, hospitality, security, and other operational sectors.
- Design multi-role experiences for job seekers, employers, and administrators, including onboarding, job discovery, applications, work requests, attendance, contracts, and payment-related workflows.
- Built and maintain a scalable Figma design system and collaborate directly with founders and developers on requirements, MVP priorities, feature decisions, and roadmap planning.
- Contribute to product-management activities in a lean startup environment; the product participated in the Omantel Accelerator Program.

Ministry of Transport, Communications and Information Technology (MTCIT) | Product Designer / Senior UX/UI Designer

Muscat, Oman | Jan 2023 - Feb 2025

- Led UX research and product design for Oman.om and other government digital experiences serving diverse audiences across a broad public-service ecosystem.
- Defined personas and conducted user interviews to uncover needs and service-discovery pain points, translating research into clearer information architecture, navigation, and user flows.
- Designed responsive, user-centered interfaces and collaborated with government stakeholders and development teams throughout research, design, and delivery.

Mirrors Agency | Senior UX/UI Designer

Muscat, Oman | Oct 2022 - Feb 2024

- Designed web and mobile experiences for brands and organizations including McDonald's, NMC Hospital, NAMA, OETC, and emerging Omani startups.
- Conducted UX audits, defined user journeys, created prototypes, and delivered production-ready UI across multiple sectors and concurrent client projects.

Zacoustic Inc. | Senior Product Designer / Senior UX/UI Designer

Remote, USA | Sep 2021 - Sep 2022

- Redesigned Jibe, a complex B2B SaaS customer-experience and contact-center performance platform used by agents and management teams.
- Simplified role-based dashboards, information architecture, data hierarchy, KPI presentation, navigation, and critical workflows for a data-heavy enterprise product.
- Conducted usability testing, identified pain points, iterated on the experience, and collaborated remotely with US-based product, development, and stakeholder teams.

EARLIER EXPERIENCE

SellGuru | UX/UI Designer

United Kingdom | 2019 - 2021

- Designed data-heavy interfaces and workflows for an Amazon analytics platform, translating operational requirements into clearer user journeys and product experiences.

Selected Group | UX/UI Designer

United Kingdom | Earlier role

- Designed e-commerce websites, a multi-restaurant online food-ordering portal, EPOS/POS interfaces, a mobile food-ordering application, and operational/admin experiences for the food industry.
- Worked with product and development stakeholders to translate requirements into usable transactional workflows and interface solutions.

SELECTED PRODUCT & AI WORK

SmartK | Product Designer

International

- Designed an AI-assisted food-waste and sustainability product combining kitchen waste, inventory and expiry, and POS sales data to support restaurant operational decision-making.
- Designed workflows for AI-generated menu and inventory recommendations, together with a conversational AI experience for accessing insights and rationale.

Oman eGovernment Portal (Oman.om) | Product / UX Design

Oman | 2023

- Worked on the UX/UI redesign of Oman’s national eGovernment portal, with research and information architecture central to improving service discovery and navigation.

Jibe - Zacoustic | B2B SaaS Product Redesign

USA / Remote

- Redesigned complex role-based dashboards, KPI presentation, information hierarchy, navigation, and workflows for a customer-experience and contact-center performance platform.

RESEARCH DIRECTION

Human-AI Interaction / Human-Centered AI

Current research interests include how people understand, trust, rely on, and collaborate with AI systems in professional and decision-making contexts. Areas of interest include trust calibration, explainability and transparency, human control and agency, AI-assisted professional work, and human-AI decision-making.

Current Research Exploration: Trust in AI Tools Among Product Designers

An ongoing research direction examining how Product Designers develop, calibrate, and maintain trust when using AI-assisted design tools in professional workflows. Status: Research in Progress.

LEADERSHIP & PROFESSIONAL INITIATIVES

- Local Leader - IxDF Muscat: Supporting the local design community through networking, knowledge exchange, and professional meetups in Muscat.
- Founder - IGP LLC: Oman-based digital and technology business working across product/UI/UX design, websites, digital solutions, and related services.
- Co-Founder - LANI Future: Contributing to an initiative focused on AI education, applied AI, workshops, AI products, and research-oriented programs.

EDUCATION

M.Sc. Information Technology Management

2019 - 2021

Sheikh Baha'i University, Isfahan, Iran

GPA: 19/20

B.Sc. Electrical Engineering

2006 - 2009

Azad University, Najafabad, Isfahan, Iran

GPA: 15/20

SELECTED CERTIFICATIONS & CONTINUOUS LEARNING

Conversation Design: Practical Tips for AI Design	Interaction Design Foundation Master Class 2026
Human-Computer Interaction (HCI)	Interaction Design Foundation 2022
AI for Designers	Interaction Design Foundation 2024
User Research - Methods and Best Practices	Interaction Design Foundation 2025
The Practical Guide to Usability	Interaction Design Foundation 2025

Agile Methods for UX Design	Interaction Design Foundation 2025
Gamification - How to Create Engaging User Experiences	Interaction Design Foundation 2025
Journey Mapping	Interaction Design Foundation 2024
Design Thinking: The Ultimate Guide	Interaction Design Foundation 2024
UI Design Patterns for Successful Software	Interaction Design Foundation 2023
Foundations / UX Process / Wireframing coursework	Google / Coursera 2021
Full credential profile: ixdf.org/members/mohammad-samari	

TOOLS & METHODS

Design & Collaboration: Figma, FigJam, Adobe Photoshop, Adobe Illustrator, Adobe XD, Jira, Canva

Web / Technical: HTML, CSS, basic JavaScript, WordPress

Methods: Discovery research, stakeholder interviews, user interviews, desk research, personas, journey mapping, information architecture, user flows, wireframing, prototyping, usability testing, UX audits, design systems, iterative design, agile collaboration

Emerging AI Practice: AI product capability mapping, recommendation and generative experiences, conversational AI, prompt design, human control and explainability considerations

LANGUAGES

Persian: Native English: Upper Intermediate (B2) Arabic: Basic

LINKS & CONTACT

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