

Mo Saeedi

Senior Product Designer

Contact

Portfolio

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About me

Senior product designer, 10+ years on complicated products: crypto donation platforms, AI tools, B2B SaaS. I lead product design on Giveth, a multi-chain donation platform with 8,000+ projects and \$6M+ donated. I also designed, coded, and shipped Snapr, an AI voice-note app, to the App Store in 45 days, alone. Five years remote with distributed teams.

Experience

Founder and Product Designer Snapr.so

Sept 2025 - Present

Snapr is a voice-first AI note app for people who think faster than they can type, built for ADHD and neurodivergent users. Live on the App Store.

- Designed, built, and shipped the first version in 45 days, solo. Product strategy, UX, UI, and the code (Next.js, Supabase, AssemblyAI, GPT-4o, pgvector), written with Claude Code, Codex, and Google Antigravity. Android in review, web app public.
- Cut the product back from an AI workspace to one action after early users kept saying they did not know what Snapr was for. Voice capture became the only primary action, everything else moved to support, and the AI chat got switched off. People understood the narrower version in seconds, and it got far easier to explain and market.
- Set the product architecture around one rule: capture never waits. Transcript and action items generate in the background, and the raw voice file is protected if anything downstream fails, because the one thing a user cannot recreate is the moment they spoke.

Lead Product Designer General Magic

Jul 2021 - Present

Lead designer across the studio's products, with end to end ownership of strategy, design systems, and execution. Main product: Giveth, a live multi-chain donation platform (8,000+ projects, \$6.2M+ donated, 29,000+ givers).

- Lead product design across Giveth: donation flow, project creation, the GIVeconomy dashboard, and the homepage. Work directly with founders, PM, and engineers on what ships and what gets cut.
- Replaced the long project creation form with an AI conversation. Creators describe the project in their own words, the system extracts the fields and only asks for what is missing.
- Redesigned the homepage around research showing creators bring most of their own donors, which made attracting creators and growing donations one goal. Project creation became the primary journey, with quadratic funding as the reason to pick Giveth.
- Brought GIVbacks, staking, locking, GIVstream, GIVpower, and boosting into one dashboard, from six disconnected pages. The hard part was deciding what could wait until someone needed it.
- Designed Unicorn's Brand Owner Dashboard from scratch, the self-serve product brands use to launch branded smart-wallet accounts. Guided setup, information architecture, and design system, for people who manage communities, not blockchains.

Senior Product Designer, Droplet

Jul 2020 - Jul 2021

Sole product designer, joined after the MVP launch to redesign the core experience for fitness communities and social groups.

- Built a comprehensive design system that accelerated development cycles and **reduced designer-developer handoff time by 35%**.
- Designed native iOS and Android apps, ensuring consistent cross-platform experiences while respecting platform conventions.
- Balanced child safety requirements with user experience, designing compliant consent flows that preserved conversion rates.
- Led product launch and user research initiatives, conducting interviews to identify friction points and iterate on core flows.
- WCAG 2.1 AA compliance through systematic UI redesign, making the platform accessible to all users regardless of ability.

Co-founded a point-of-sale app for social commerce sellers, leading all product design and strategy.

- Led end-to-end product development: brand design, UX/UI, front-end collaboration, and go-to-market strategy.
- Conducted market research and user testing to validate product-market fit in Iran's social commerce market.
- Used data-driven optimization (Google Analytics, Hotjar) to identify friction points and iterate on core flows.
- Managed full design lifecycle from concept to launch, demonstrating entrepreneurial execution capabilities.

Redesigned a lifestyle e-commerce marketplace, improving shopping experience and conversion flows.

- Conducted user research with customers and stakeholders to identify key pain points in the shopping journey.
- Redesigned core app flows to simplify product discovery and purchasing, reducing friction in checkout.
- Iterated on prototypes through usability testing, refining interface and flows based on user feedback.
- Collaborated with development team to ship redesigned experience

Education

Human-Computer Interaction, HCI interaction-design.org, 2023

Adoption and Appropriation interaction-design.org, 2025

Associate, Computer Software Engineering QIAU, 2012

Skills

AI and building: Claude Code, Cursor, Codex, v0, Google Antigravity, AI-assisted prototyping, designing AI and LLM products, React, JavaScript, HTML, CSS, Git

Design: Product design, UX design, UI design, design systems, interaction design, information architecture, prototyping, mobile design (iOS and Android), accessibility, WCAG 2.1 AA

Research and data: User research, usability testing, PostHog, Google Analytics, Hotjar

Product and collaboration: Product strategy, 0 to 1 product development, cross-functional collaboration with founders, product managers, and engineers, remote and async work, Agile (Scrum, Kanban)

Tools: Figma, Sketch, Miro, GitHub