

Tamir Said-Ahmed

SENIOR PRODUCT DESIGNER · TORONTO, CANADA

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Senior product designer working across fintech and B2B/B2C SaaS, from 0→1 to scale. I lead product strategy, design systems, and user research, and build AI into how the team ships.

EXPERIENCE

FIS · Senior Product Designer 2024 – Present

- Own end-to-end design for FIS's first cross-product authentication and enrollment framework, consolidating several legacy banking products into one white-label-ready foundation now referenced across the org, with step-up challenges down 9% and review volume down 42% month over month.
- Co-led the consumer phase of a multi-year money-movement vision: 50+ products analyzed, 70+ concepts refined to a leadership-backed MVP direction, with no product manager on the initiative.
- Stepped in as acting researcher when the senior research role was cut, running FIS's first user-interview study end to end and building personas that still calibrate adjacent products.
- Set the company-wide usability-testing standard as one of two designated experts, and spearheaded design QA on the login framework with a 300+ defect system adopted across 19+ designers.
- Contributed reusable components (a radio group, a progress tracker, and a password checklist) to the enterprise design system, now adopted across teams.

CIBC Investor's Edge · Designer, Market Research & Marketing Design 2023

- Led a research-driven App Store redesign for CIBC Mobile Wealth, a listing underperforming in a market where half of users decide on first impression alone.
- Benchmarked 27 competitor apps, closed the three gaps their listings shared, and shipped the new presence live on the iOS App Store and Google Play.

XTM Inc. · Product Designer 2023

- Owned Today Wellness end to end (0→1): the sole B2B designer on a two-sided wellness subscription with CloudMD, from ideation to engineering handoff.
- Mapped how money moved between members, employers, and partners, surfacing two billing conflicts and settling them with finance before a line of code shipped.
- Designed the Tip Calculator self-serve onboarding that replaced a sales-gated signup: a new client now activates with zero sales touches, kickoff to handoff in two weeks.

Rebrandt · Design Lead 2022

- Led a three-designer usability overhaul of a B2B content platform, with the CEO as the direct stakeholder.
- Severity-ranked 11 issues, negotiated them to four deliverables inside a 40-hour scope, and shipped the result to the client's production site.

Tapbook Inc. · Product Designer, End-to-End 2020

- Rebuilt an AI booking product end to end after a rushed, outsourced launch stalled on adoption, working directly with the founder.
- Ran research, personas, flows, and four rounds of moderated testing into 12 final screens, delivered as an interactive prototype with full handoff documentation.

CAPABILITIES

Product strategy
Design systems
UX research & usability testing
0→1 and B2B/B2C SaaS
AI-assisted design workflows
Prototyping & handoff

TOOLS

Figma · Sketch · Adobe · Miro · Hotjar · Loom

EDUCATION

UI/UX Design Certificate

Springboard
2021 – 2022

BSc, Bio-Psychology

Wilfrid Laurier University
2016 – 2019

AVAILABILITY

Open to senior and staff product design roles. Strongest where strategy meets craft: framing the problem, aligning the team, and shipping the system that scales the decision.