

SEEMIN MASOOD

PRODUCT DESIGNER

I combine an understanding of consumer behavior and systems thinking to turn complex challenges into products that sell, most recently designing an agentic AI system that automated key operational workflows by 90%.

EXPERIENCE

Oracle | UX Design Intern Seattle, WA | May - Aug 2025

Designed an end-to-end payment exception handling experience for Fusion Cloud, creating an agentic AI system to auto-resolve issues for finance teams.

- Automated manual workflow for resolving payments by 90%, unlocking \$200K+ in projected annual savings by designing a multi-agent system that can recommend, execute, and adapt payment resolution tasks.
- Defined the AI agent decision logic and AI conversation flow for exception handling through interviews with 5 users and 15+ subject matter experts.

Thrive | Product Designer Denver, CO | May 2022 - May 2024

Led cross-functional design strategy for a B2B SaaS platform for business management, optimizing workflows for 1000+ enterprise clients.

- Established a user feedback triage system with Customer Care, revealing discoverability issues with third-party integrations, and designed a marketplace to surface and connect apps, boosting adoption by 30%.
- Drove the creation of a scalable, WCAG-compliant design system with Engineering, reducing cross-functional inconsistencies by 75%.

Polar | Product Designer San Francisco, CA | Oct 2021 - Mar 2022

Owned the redesign of an integrated AI-powered B2C knowledge management responsive app for researchers.

- Designed an AI notes-search feature, aligning teams with cross-functional workshops to drive the launch decision, and enabled 50% faster search.
- Optimized the reading and annotating flows by mapping the product landscape using competitor analysis and performance data insights.

MuvnDay | UX Designer Los Angeles, CA | May - Aug 2020

Spearheaded a 0-1 design overhaul of a B2B2C app for managing tenant experience with a team of 3 designers.

- Defined the problem space for low tenant engagement using insights from 11 interviews, revealing conflicting needs between 2 user groups.
- Reduced post-move-in churn by prioritizing 3 features for improving the tenant experience using 10 usability tests and 5 card-sorting workshops.

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EDUCATION

UC Berkeley 2024 - 2026 (Expected)

MS, Information Management and Systems (HCI track)

Focus: Product Design Strategy, AI
Awards: California Promise Fellowship

North South University 2014 - 2018

BBA, Double major in Marketing and Economics

Focus: Consumer behavior
Awards: Cum Laude, Merit Scholarship

SKILLS

Design

UX: Wireframing, Prototyping, User flows, Interaction design, Micro copy, Feature prioritization, Design workshops, Journey mapping, Agile UX

UI: Design systems, Typography, Figma, Miro, Sketch, InVision, Adobe Suite, Framer, HTML, CSS, Storybook, Vibe-coding

Strategy

Stakeholder mapping, STEEPLE analysis, JIRA, Kumo, Root cause analysis

Research

Usability testing, Interviews, Card sorting, Competitor analysis, Primary research, Secondary research, Survey design, Problem discovery, Data synthesis, Python, Mixpanel, Google Analytics