



Amir Ajoudanian

Senior Product & UX Designer

Phone: +49 1573 3726780

Email: ajoudanian@gmail.com

Location: Karlsruhe, Germany

LinkedIn: [linkedin.com/in/amir-ajoudanian](https://www.linkedin.com/in/amir-ajoudanian)

Portfolio: <https://ajoudanian.com> (Access code: wUXw)

Summary

Senior Product & UX Designer with 12+ years of experience designing complex B2B SaaS across sourcing, finance, and HR. I make data-heavy workflows legible for power users, build scalable, token-based design systems, and ship measurable product impact through research and analytics. I work natively with AI tools (Claude, Cursor, Figma Make) to prototype real interactions, simulate product behavior early, and close the gap between design and engineering, working at a different speed and fidelity than traditional UX. Designed enterprise solutions used by global procurement teams across 100+ countries.

Professional Experience

Senior UX Designer

Coupa Software, Karlsruhe, Germany (Jul 2020 – Sep 2025)

- Led UX design across Sourcing and Treasury platforms, improving complex workflows in areas such as bidding, dashboards, messaging, and cash management.
- Reduced supplier onboarding time by ~30% and increased sourcing engagement by improving task clarity, navigation, and system feedback, improving time-to-value and user activation.
- Increased user satisfaction by 9% over two years and reduced support requests by simplifying data-heavy processes and improving usability and improving overall product adoption.
- Led the end-to-end redesign of the Sourcing Supplier Portal, transforming a legacy system into a modern, scalable, and user-friendly experience.
- Increased online bidding and eAuction activity by improving real-time interaction, validation feedback, and usability of complex tables, leading to higher feature adoption and engagement.
- Built a scalable, token-based design system and Figma component library, improving design consistency and accelerating delivery across teams.
- Designed three AI features for Coupa's Strategic Sourcing platform: a summary generator for event outcomes, a real-time insight tool guiding procurement requesters to the right action at the moment of uncertainty, and AI-guided event creation, Reduced setup errors and improved buyer confidence.
- Conducted user research, stakeholder workshops, and usability testing, leveraging Pendo analytics and A/B testing to inform product decisions.

UX Leader & Senior UI/UX Designer

Kasra Company, Esfahan, Iran (Apr 2015 – Nov 2019)

- Established the company's first UX practice and led the UX and mobile teams, embedding user-centered design across product, support, sales, and customer engagement.
- Defined UX strategy and built a design system from scratch, scaled across 7+ enterprise products including Guest Management, Security Management, Vehicle Management, the HR platform, and mobile apps, improving consistency and accelerating delivery.

- Owned Kasra Hamrah and Kasra Avid end-to-end as Product Manager + Product Designer, including the native iOS and Android redesign with two dedicated platform teams. Drove 70%+ user migration from legacy web to mobile and expanded Kasra's SaaS footprint.
- Led the redesign of a complex legacy HR platform, simplifying high-density workflows, improving information architecture, and lifting product adoption.

UI/UX Designer, Frontend Developer

Dadehvarzan Web Agency, Esfahan, Iran (May 2009 – Apr 2015)

- Designed and developed 150+ responsive websites across various industries.
- Transitioned into UX design, contributing to complex web applications and enterprise platforms.

Senior Full-stack Developer, Multimedia Designer and Developer, Web Designer

Multiple Companies, Esfahan, Iran (2003 – 2007)

- Additional details available on LinkedIn

Education

Bachelor of Science in Software Engineering *(Degree recognized in Germany per Anabin database)*

Islamic Azad University of Najafabad, Iran (Sep 2003 – Feb 2006)

Associate of Science in Computer Science *(Degree recognized in Germany)*

Islamic Azad University of Najafabad, Iran (Sep 2001 – Aug 2003)

Skills

UX & Product Design:

UX Strategy, Interaction Design, Wireframing, Prototyping, Design Systems (Token Architecture, Component Libraries, Governance), Accessibility (WCAG), Information Architecture, Systems Thinking, Complex Systems UX

Research & Analytics:

User Research, Interviews, Usability Testing, A/B Testing, Journey Mapping, UX Analytics (Pendo)

UI & Frontend:

Responsive Design, Component Libraries, HTML, CSS

Tools:

Figma, Sketch, Adobe XD, Photoshop, Illustrator, Jira, Confluence, Miro, Notion

AI Tools:

Claude, Cursor, Figma Make, ChatGPT, Gemini, used daily for real-interaction prototyping, simulating product behavior early, exploring multiple design directions, and reducing design-to-development gaps

Collaboration & Leadership:

Cross-functional Collaboration, Stakeholder Management, Stakeholder Workshops, Team Leadership, Mentoring, Agile / Scrum

Languages:

Persian (Native), English (Fluent), German (Beginner)

Work Authorization: Permanent Residence (Germany)