Sara Javan

Lead Product Designer, AI and Complex Systems

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SUMMARY

Lead Product Designer with 10+ years designing complex systems where people need to trust what the software decides: workplace safety and risk, healthcare, marketplaces, luxury e-commerce and automotive. At Avetta I led the design strategy for a generative AI risk advisor, the first in its industry. Since December 2024 I have designed and directed AI-built products, including Terrain, a live product with a design system its agent builds to. Hands-on from research to prototype to shipped product.

SKILLS

AI and agentic design: agentic experience design, human-in-the-loop and trust design, transparency, control and fallback patterns, prototyping and building with AI agents (Claude Code)

Commerce: e-commerce and marketplaces, personalisation, discovery-to-checkout journeys, buyer and seller flows

Systems: AI-native, token-driven design systems, component libraries (Figma, Storybook), end-to-end journey and service mapping

Research and strategy: discovery, interviews, usability testing, field research, workshop facilitation, mentoring designers

EXPERIENCE

Product Design and AI Advisor

Dec 2024 – Present · Dubai, UAE · working with people worldwide

- Advise individuals and teams around the world on using AI effectively in their product, design and everyday work.
- Designed and directed the build of Terrain (terrain-psi.vercel.app), a live web app helping young people find their way into the trades, built with an AI coding agent. Case study: sarajavan.com/process/terrain.
- Created a token-driven design system the agent builds to, with a hook that blocks any colour outside the tokens, so the system holds without manual upkeep.
- Redesigned the homepage and discovery journey for GCC luxury e-commerce (Apr 2025), making pre-loved luxury visible and personalised for Gen Z shoppers.
- Grounded it in competitor benchmarking and 150+ industry sources, using AI-generated synthetic personas to model shopper motivations before design.
- Designed AI-led commerce modules across the journey from homepage to cart: visual search, outfits built from past purchases, and budget-aware add-on suggestions at checkout.

Lead Strategic UX Designer, Avetta

Aug 2022 – Dec 2024 · Sydney, Australia

- Led the design strategy for an award-winning generative AI risk advisor, the first in its industry, shipped in beta in January 2024, increasing supplier safety maturity and reducing incident rates.
- Mapped and designed the JHA forms lifecycle, which became the foundation for the product roadmap.
- Led the integration of Worker Management with the Worksite Safety platform, improving cross-product adoption and reducing task completion time.
- Established mobile-first design strategies from user analytics, increasing worker engagement.
- Created and maintained scalable design systems that reduced development time across global products.
- Led user research including construction site visits, producing insights that shaped product direction.
- Facilitated design thinking workshops with global stakeholders across US, Australian and Indian time zones; mentored two senior designers.

Senior Product Designer, eBay Classifieds Group

Feb 2021 – Aug 2022 · Sydney, Australia

- Led design for car marketplaces and content management systems, running product discovery to identify user problems and validate solutions.
- Built design systems from component mapping through to full design libraries.
- Coached teams in qualitative and quantitative research; set up lean design and delivery workflows.

Senior UX/UI Designer, Clinic to Cloud

Jul 2020 – Jan 2021 · Sydney, Australia

- Led complex projects for healthcare management software across web and native mobile, within regulatory requirements and clinical workflows.
- Initiated a Figma design system library; planned and ran interviews and usability tests.

Senior UX/UI Designer, PALO IT

Feb 2020 – Jul 2020 · Sydney, Australia

- Designed for financial-sector clients across time zones; ran research, requirements gathering and assumption validation.
- Helped create an internal Storybook design system and delivered component libraries at handoff.

Senior UX/UI Designer, Rotor Studios

Jul 2019 – Feb 2020 · Sydney, Australia

- Delivered the Lexus and Toyota Showroom 360 car configurators for dealer tablet and TV apps, working with Unreal Engine developers and technical artists.
- Introduced UX research and design thinking into the existing workflow.

EARLIER

UX/UI Designer, Employment Hero · Oct 2018 – Jun 2019
Full-Time Mom · Apr 2017 – Oct 2018
UX/UI Designer, Maxwell Forest · Apr 2016 – Apr 2017
Graphic Designer, Vermillian · Dec 2014 – Mar 2016

EDUCATION

AI Product Design, ELVTR
UX Design Immersive, General Assembly, Sydney
Master of Arts, Industrial and Product Design, Azad University of Tehran
Bachelor of Arts, Industrial and Product Design, Azad University of Tehran