

Saiah Mahdi

Product Designer & Product Owner

Creator of Connect, a mobile app live on the App Store

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I designed and launched **Connect** on my own, a social app now live on the App Store, from user research to Apple's approval. What I love is carrying a product end to end: understanding users, deciding what to build, and making sure what ships lives up to it.

12-month apprenticeship · available now · 4 days at work / 1 day at school

PROJECT

Connect, For Real · Social mobile app (iOS) — 09/2025 – present · Paris

Founder · Product Designer & Product Owner

- **Launch:** app published on the App Store and approved by Apple's review, built with generative AI tools under my direction.
- **Product ownership:** roadmap, backlog prioritisation, specs, and testing every build on a real phone before release.
- **User research:** 3 personas, user flows and Figma prototypes tested with friends and early users, then iterated on their feedback.
- **Activation flow:** from sign-up to picking interests, landing on a personalised feed from the very first visit.
- **Design system:** tokens (colour, type, spacing, radius), reusable components, dark mode.
- **Features:** feed, messaging, short videos, music sharing, AI assistant (video summaries and quizzes).

EXPERIENCE

BNP Paribas Real Estate — 04/2025 – 09/2025 · Paris

UX/UI Designer · 6-month internship

- Joined the product team of **WIRED**, an immersive 3D real estate data visualisation tool, now available on the web.
- Evolved the interface daily in Figma: components, screens and new features, with designers and product.
- Took product ideas from wireframe to prototype, working directly with design and tech teams.
- Designed the interfaces of interactive 3D visualisations for major clients, including defence companies.

Atelier Daniela Zuniga — 06/2024 – 08/2024 · Paris

3D Designer · Internship

- Rebuilt a human brain in 3D in Blender from MRI data, from scans to a complete anatomical model.
- Prepared the MRI data and developed an interactive real-time visualisation in Unity (C#).

EDUCATION

MSc 2 UX Design & Product Owner — 2026 – 2027
Digital Campus Paris · apprenticeship track

MSc 1 Digital Creation & Interfaces — 2025 – 2026
Université Gustave Eiffel · thesis on AI's environmental footprint

BA Virtual Studies & Digital Media — 2022 – 2025
Université Gustave Eiffel

LANGUAGES

French native **English** C1 **Spanish** B2

SKILLS

Product
Product ownership, roadmap, prioritisation, user stories, specs, QA, Agile

UX research
Interviews, user testing, personas, user flows, benchmarking

UI design
Figma, design system, design tokens, wireframes, prototyping, WCAG accessibility

AI
Generative AI tools (Claude) to prototype, write specs and build a product

Tools
Figma, Blender, Unity (C#), GitHub, Office 365