



Sarra Kacem

Senior Product Designer

With 10+ years of experience across B2B SaaS, fintech, and AI-native products. Comfortable as the sole designer in fast-moving startups, translating complex systems and regulatory requirements into clear, usable experiences. Background spanning UX/UI, industrial design, and branding. Fluent in working across German, French, and English product contexts.

✉ HadjKacemSarah@gmail.com 📍 Germany 📁 Portfolio on request

EXPERIENCE

Senior Product Designer

— Mar 2025 - Present

Meisterwerk, Remote, Germany

- Sole designer on a B2B SaaS platform serving 8,000+ tradespeople and 600+ craft businesses across DACH
- Built the full field-worker mobile app end-to-end: time tracking, job scheduling, digital forms, team communication, and offline mode
- Designed the invoicing feature flow using AI-assisted prototyping (V0), introducing an AI-first design workflow to the team
- Co-designed FragMaxi, an AI phone agent for SMB customer service, expanding across 4 EU markets (DE, FR, PL, UK) with multilingual support
- Leading design of the route planning feature from discovery through delivery
- Supported user research, interviews, and data synthesis across all product areas

Product Design Lead

— Sep 2023 - Dec 2024

Cense, Remote, Germany

- Founding designer at a 20-person crypto compliance startup, building the product from day one alongside a team of mostly engineers
- Built the design system from scratch, establishing all foundations, components, and patterns for the product
- Led all UX research, user interviews, and usability testing solo until a PM joined the team
- Translated complex AML/CFT/MiCA regulatory requirements into auditable, accessible user flows for compliance teams at financial institutions across Europe

Senior Product Designer

— Feb 2023 - Sep 2023

Glassnode, Remote, Germany

- Designed key features including tax loss harvesting and DeFi/multi-chain portfolio tracking for Accountings, a crypto portfolio and tax platform with hundreds of thousands of users across web and mobile.

UX/UI Engineer

— Feb 2022 - Feb 2023

ESPRIT, Remote, Germany

- Built and owned the design system from scratch, serving as the central reference point for design standards and component governance
- Restructured the Figma organisation to improve team workflows and handoff quality
- Led UX/UI design and implementation for the mobile app, including a new market rollout across Asia

Product Designer

— Nov 2018 - Feb 2022

Bitwala/Nuri, Berlin, Germany

- Part of the core design team that rebranded Bitwala into Nuri, Germany's third-largest neobank, serving 200,000+ customers across 32 European countries
- Helped ship Europe's first regulated blockchain banking product, combining Bitcoin and euro accounts in a single app
- Led prototyping, user testing, and design system development throughout the rebrand

Freelance Product Designer

— 2020

VARIOUS

- Slowlettuce: dark mode UI design for a food delivery app
- Safeness: mentored the design of a mobile safety app aimed at reducing sexual harassment in public spaces

Marketing Designer

— 2020

INBOX (Beauty Boxes), Tunis, Tunisia

- Led online advertising, web design, and branding initiatives
- Managed newsletters, social media content, and photography projects

Industrial Designer

— 2016

Woodstore, Tunis, Tunisia

- Designed custom furniture pieces from concept to production, managing client briefs, material selection, and fabrication.

EDUCATION

MA Integrated Design

— 2017 - 2018

Hochschule Anhalt, Dessau, Germany

Master Thesis Subject: COMA : Marketing Management Platform For small Businesses : UX/UI approach

BA Industrial Product Design

— 2013 - 2016

ESSTED (Superior school of sciences & Technologies of Design), Tunis, Tunisia

Three consecutive years valedictorian.

LANGUAGE

	FRENCH
	ENGLISH
	ARABIC
	GERMAN

SKILLS

			
			
			