

Naeema Mohammed Sageer

Design Engineer ✎

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AI-forward design engineer with a multidisciplinary background in filmmaking and philosophy, I've designed and developed products ranging from mobile apps to data dashboards, bridging research-driven design with technical implementation. Philosophy taught me to ask the right questions, film taught me to tell compelling stories, and design lets me put both into practice.

EXPERIENCE

Design Builder Fellow, Square Web | *Block, Inc. (Remote - Los Angeles, CA)* Jan 2026 – Present

- Selected as 1 of 10 fellows for Block's six-month AI Builder Fellowship, joining Square Web to build internal tools and high-scale fintech product experiences
- Developed Compositor, a Python-based crawler and visualization workflow that scraped and analyzed 3,060 pages across Square public web properties
- Designing and developing Company Model, an internal dashboard for visualizing and managing extracted Square web content relationships across individual and relational information pieces, including MCP-enabled AI workflows
- Built Gold Set Tool, a prep and QA workflow for AI evaluation datasets, supporting review of hundreds of brand and design assets across 8+ product types
- Contributed initial UX and front-end prototype for a recurring peer-to-peer payments concept during Hack Week, later adopted by the Cash App team for continued development

Design Engineer | *STAYJUSTINTIME.COM (Remote - Boston, MA)* Aug 2024 – Jan 2026

- Led user research and product strategy through 12 stakeholder interviews across 6 companies, including startups, small businesses, and mid-sized companies
- Created and implemented a Figma design system with 15 reusable components, ensuring brand consistency across mobile, web, and tablet experiences
- Leading UX and front-end development for MVP website using HTML/CSS and React.js, translating prototypes into a functional, accessible landing page aligned with WCAG 2.2 standards
- Implementing a responsive dashboard interface using React.js and data visualization libraries while designing an AI-driven analytics feature that translates trend data into actionable business recommendations

Marketing Design Intern | *Cloud10 Smart Wash (Remote — Norwalk, CT)* Jun 2025 – Jul 2025

- Produced multi-platform content for the Roadtrip summer campaign across Instagram, TikTok, billboards, LED screens, and email, resulting in 11% follower growth, doubled engagement, and a 5% email click-through rate
- Designed stories, reels, static posts, and emails with cohesive campaign branding, iterating creative assets based on platform performance data

Exhibit Designer | *Stonewall National Monument Visitor Center (New York, NY)* Jan 2024 – Jun 2024

- Part of a five-person Parsons School of Design team chosen to develop an exhibit for the SNMVC in collaboration with Pride Live, serving 1.58M annual visitors; exhibit became the most popular attraction
- Co-curated and co-designed the layout for a 100+ poster exhibition wall, including creating original posters via InDesign
- Co-led lighting design and contributed to visual design and copywriting for 15+ print materials, including journal covers and flyers designed with a 48-hour turnaround for engagement sessions
- Interpreted the legacy of the Stonewall Riots through research, outreach, and facilitation of three public engagement sessions

Website Designer + Developer | *Parsons School of Design (New York, NY)* Mar 2024 – May 2024

- Created a teaching website for Assistant Professor Xin Xin, researching best practices and precedents for the same
- Established a comprehensive Figma style guide to maintain consistency across visual, navigational, and content elements

- Utilized Cargo and templating languages to develop the website, prioritizing user experience, maintainability, and functionality

Product Design Intern | *STAYJUSTINTIME.COM* (Remote - Boston, MA)

Jun 2023 – Feb 2024

- Developed comprehensive brand identity systems for two products, designing detailed guidelines for typography, spacing, and colors, and delivering final brand books using InDesign
- Crafted animated NFT profile pictures with augmented reality capabilities using After Effects and Meta Spark AR, collaborating directly with co-founders
- Created 4+ dashboard designs, prototypes, and mockups while working closely with development teams
- Designed and built Shopify store and product pages, creating supporting visual assets and achieving target sales in under two weeks

SKILLS

- **UX/UI Design:** User Research, Wireframing, Prototyping, Design Systems, Information Architecture, Usability Testing, Interaction Design, Data Visualization
- **AI-Assisted Workflows:** AI-Assisted Product Design, AI-Assisted Coding, Prompt Iteration, MCP Development, Workflow Automation
- **Development & Deployment:** HTML, CSS, JavaScript, React.js, Python, Responsive Design, Web Accessibility (WCAG 2.2), Git/GitHub, CI/CD, Cloud Deployment
- **Design & Branding:** Identity Systems, Typography, Visual Design, Print & Digital Collateral, Campaign Design, Style Guides
- **Motion & Video:** 2D Animation, Motion Graphics, Video Production & Editing, Storyboarding, Social Video
- **3D & XR:** 3D Modeling, AR/VR Development, Augmented Reality Prototyping
- **Tools:**
 - **AI:** Claude Code, Cursor, Codex, Gemini, Figma Make, Weavy, Midjourney
 - **Design:** Figma, Photoshop, Illustrator, InDesign, Procreate
 - **Motion:** After Effects, Animate, Harmony, Premiere Pro, DaVinci Resolve, Lightroom
 - **3D/XR:** Cinema 4D, Blender, Unity (C#), Spark AR, TikTok Effect House
 - **Web & CMS:** WordPress, Shopify, Squarespace, Cargo, MailChimp
 - **Analytics & Ops:** Google Analytics, Hootsuite, Microsoft Office (Excel, Word, PowerPoint)
- **Languages:** English, Malayalam (Native); Hindi (Professional); French (Limited); Arabic (Elementary)

EDUCATION

Parsons School of Design (New York, NY)

May 2024

MFA Design and Technology

- Merit scholarship covering 75% of annual tuition

New York University Abu Dhabi (Abu Dhabi, United Arab Emirates)

May 2022

BA Film and New Media, Philosophy; Minor in Interactive Media

- Merit-based full-tuition scholarship recipient
- International study experiences in Oman, Italy, and New York

RECOGNITION

MIT Reality Hack Semi-Finalist | *MIT Reality Hack*

Jan 2023

- Developed AR application for collaborative filmmaking and accessible visual effects for social media

IBM Quantum Design Jam Finalist | *IBM*

Oct 2022

- Created interactive film experience utilizing quantum computing for dynamic content generation

TEA INSPIRE & IAAPA Expo Talent Programs | *Big Break Foundation*

Nov 2023, Mar 2024

- Selected for competitive programs offering mentorship, scholarships, and networking with global leaders in experience design