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 built consumer products, data-rich dashboards, brand and design systems, and AI-powered tools, working from research and interaction design through front-end, back-end, and deployment. Film taught me to tell compelling stories, philosophy taught me to ask better questions, and design engineering lets me put both into practice.

Experience

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

- Selected as 1 of 10 fellows for Block's AI Builder Fellowship, working across product design and software engineering on tools and experiences for Square, Cash App, and TIDAL
- Designed and built a recurring peer-to-peer payments prototype for Cash App, from concept framing and interaction design through front-end development and handoff for continued product development
- Designing and building UX and front-end for new TIDAL experiences across music curation, focused listening, and live-event discovery
- Designed and built a Python content-intelligence pipeline that structured 3,046 web pages and 988 emails into cited data for search, analysis, and AI-assisted content workflows, surfaced through a web dashboard and MCP-enabled tools
- Built curation and quality-review tools that let brand and creative teams audit hundreds of assets and evaluate AI-powered search relevance against golden-set benchmarks
- Ship search, preview, and agent-access features for Block's digital asset management platform, working across the React front-end and Python back-end so teams can find and reuse approved creative assets
- Deploy and debug production services across front-end, back-end, and API layers in containerized AWS and Kubernetes environments

Design Engineer | *STAYJUSTINTIME.COM (Remote - New York, NY)* 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
- Led UX and front-end development for the MVP website using HTML/CSS and React.js, translating prototypes into a functional, accessible landing page aligned with WCAG 2.2 standards
- Implemented 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

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, establishing a comprehensive Figma style guide for visual, navigational, and content consistency
- Developed the site with Cargo and templating languages, prioritizing user experience, maintainability, and functionality

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

Product Design Intern | *STAYJUSTINTIME.COM (Remote - New York, NY)* 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
- Designed and built a Shopify store and product pages, creating supporting visual assets and achieving target sales in under two weeks

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

Certification

Technical AI Safety Certificate | *BlueDot Impact (Remote)* Jul 2026 – Aug 2026

- Coursework in AI alignment, model evaluation, interpretability, red-teaming, AI control, and scalable oversight

Skills

- **Product Design**: Product Strategy, User Research, Information Architecture, Interaction Design, Prototyping, Usability Testing, Design Systems, Data Visualization, Web Accessibility (WCAG 2.2)
- **Design & Prototyping Tools**: Figma, Adobe Illustrator, Adobe InDesign, Procreate
- **Programming Languages**: Python, TypeScript, JavaScript, SQL, HTML, CSS
- **Frameworks & Libraries**: React, Storybook, TensorFlow
- **Back-End, Data & Search**: REST APIs, Data Modeling, PostgreSQL, Snowflake, Web Scraping, OpenSearch, Retrieval Systems
- **Cloud, DevOps & Orchestration**: AWS, Docker, Kubernetes, Terraform, Buildkite, CI/CD, Temporal
- **Version Control**: Git, GitHub
- **Web & Content Platforms**: Contentful, WordPress, Shopify, Squarespace, Cargo
- **AI Engineering**: Retrieval-Augmented Generation (RAG), Model Context Protocol (MCP), Agentic Workflows, LLM Evaluation, AI Guardrails, Langfuse, Prompt Engineering
- **AI Development Tools**: Amp, Claude Code, Cursor, Codex, Gemini, Figma Make
- **Motion, Video & 3D**: After Effects, Premiere Pro, DaVinci Resolve, Cinema 4D, Blender, Unity
- **Languages**: English, Malayalam (Native); Hindi (Professional); French (Limited); Arabic (Elementary)

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