Aida Gorgani

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SUMMARY

Senior Product Designer with 6+ years of experience designing enterprise SaaS platforms that simplify complex workflows and improve operational efficiency. I specialize in employee-facing systems, service management tools, and AI-powered experiences that reduce friction and bring clarity to high-volume, multi-step processes. Strong systems thinker with deep experience partnering cross-functionally to deliver scalable, intuitive solutions from discovery through launch.

CORE EXPERTISE

Enterprise SaaS platforms • Employee experience design • Self-service & knowledge systems • AI-driven recommendations • Workflow simplification • Information architecture • Scalable UI patterns • Systems thinking • Cross-functional collaboration • High-fidelity prototyping (Figma) • Usability testing

RECENT EXPERIENCES

Intuit, Mountain View, California
Senior Product Designer, Platform Scalable Capabilities **01/2025-Present**

Lead design strategy for enterprise identity and user management across Intuit, enabling mid-market customers to manage multiple companies, products, and thousands of users at scale.

- Re-architected core admin systems, user provisioning, role-based access, permissions, audits, and governance, transforming legacy single-entity models into a scalable multi-entity platform.
- Defined and drove cross-product business profile unification, establishing a single source of truth and unlocking long-term platform scalability.
- Designed AI-powered admin tools that surface access, billing, and configuration risks, reducing operational complexity for enterprise administrators.
- Partner with Product and Engineering leadership to shape roadmap direction and scalable platform standards adopted beyond the immediate scope.

U.S.Bank, San Francisco, California
Experience Designer, Online Banking, Native Mobile App, Design Systems, AI **09/2021-01/2025**

Led high-impact design initiatives across AI-driven and enterprise-scale digital banking systems serving millions of customers.

- Launched AI-driven Virtual Assistant pilot, reducing call handling time, increasing satisfaction, and securing multi-million-dollar ROI and continued executive investment.
- Architected complex conversational systems and high-risk financial workflows under strict regulatory constraints.
- Built and scaled enterprise design systems, including Virtual Assistant components and an enterprise alerts framework used across web, mobile, and communications.
- Designed Alert Management and Communication Center platforms that resolved systemic usability gaps and drove millions of high-engagement interactions.

i2Chain Inc., San Francisco, California
Lead Product Designer, Enterprise SaaS **06/2020-09/2021**

Led 0→1 product design for a secure enterprise document distribution platform.

- Defined scalable information architecture and permission models for regulated enterprise clients.
- Secured $2.3M in funding by aligning product vision and execution, attracting major financial institutions.
- Established the company's first design system and delivered a platform featured in Forbes and Bloomberg.

EARLIER EXPERIENCES

Freelance Product Designer (B2B SaaS, Healthcare, Cybersecurity) • Engineer at R.W. Beckett • Graduate Research Assistant at the University of Akron