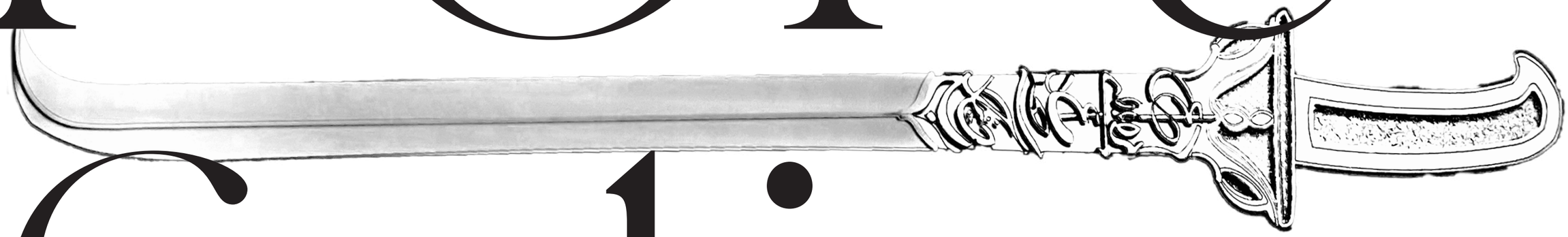
Port—



folio.

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About

A Saudi industrial designer and entrepreneur bringing a cross-cultural perspective to design, technology, and innovation. Currently based in Brooklyn, New York City.

Inheriting a passion for design from birth, my approach combines structured thinking with rapid experimentation aimed at creating value and long-term impact.

I design and build physical and digital products, from early concepts to functional prototypes with a relentless desire to turn ideas into execution.

V.J.A.I

AI-driven hardware generating real-time, sound-reactive visuals for DJs

VJAI (Short for **V**isual **J**ockey **A**rtificial **I**ntelligence) is a hardware-software instrument built for DJs to generate real-time AI visuals that react live to the music being played.

DJs want immersive experiences, but VJ software demands hours of preparation, hiring a VJ is expensive, and running both DJ and VJ software simultaneously is overwhelming. VJAI was built to solve all three at once.

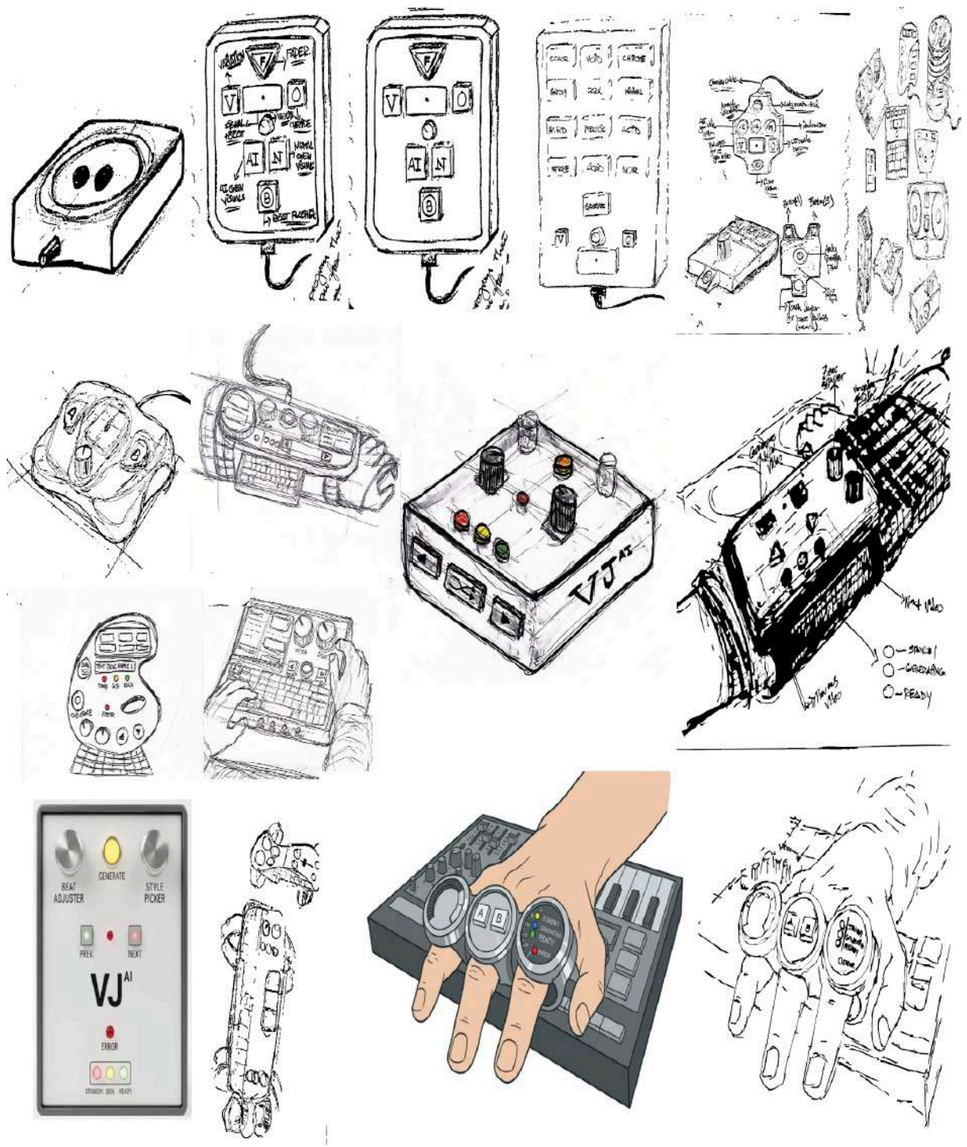
The project combines a custom-designed physical shell, a Micro:bit microcontroller, and the FAL API's WAN 2.2 text-to-video model into a single pluggable device.

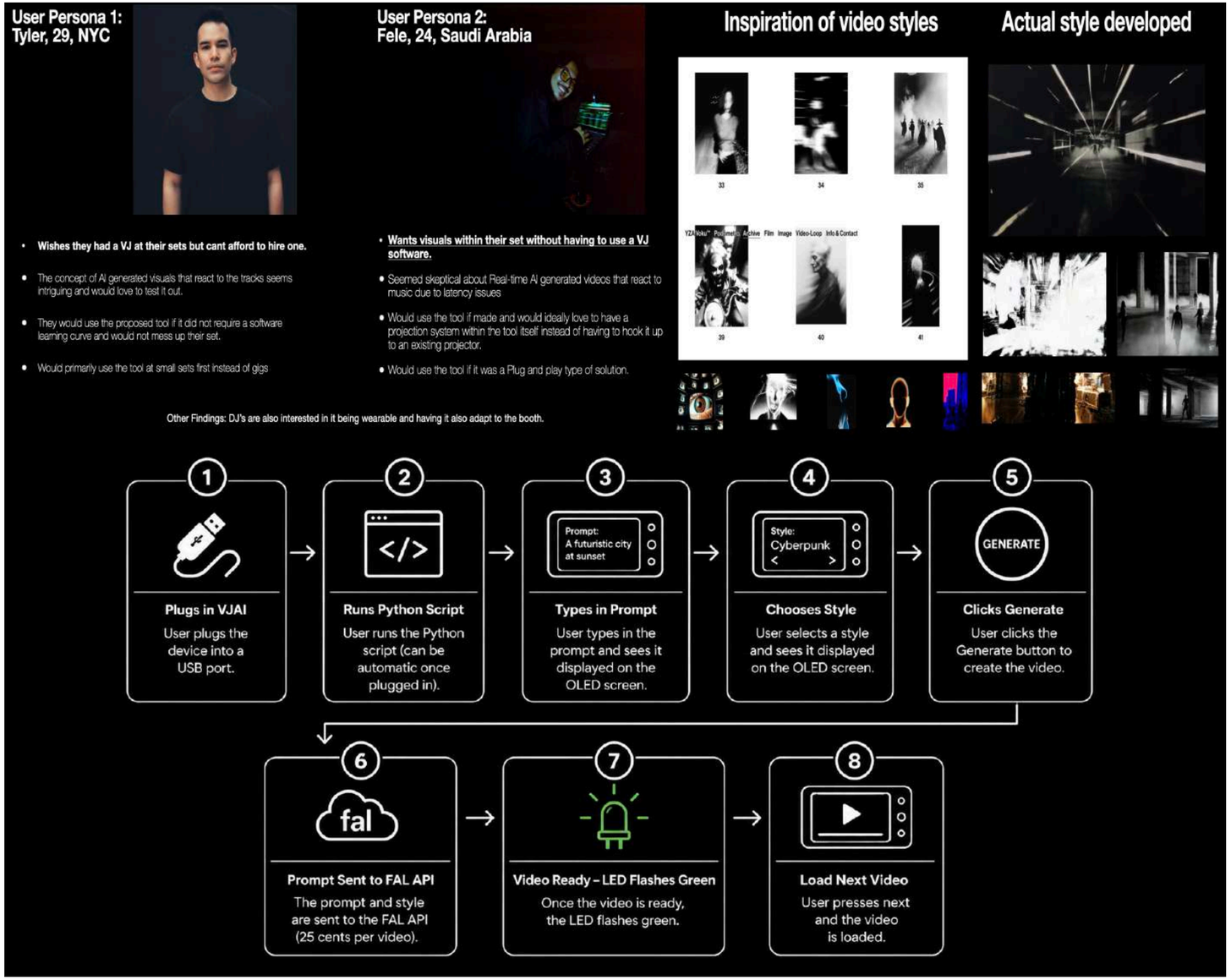
Each hardware element serves a deliberate function: two knobs for style selection and audio threshold, two buttons for generation and video navigation, an OLED screen for live prompt feedback, and an LED module signaling system state. Four visual styles, NOIR, RED, BLUE, and GLITCH, are mapped across the style knob and applied as generative prompt modifiers at the moment of generation.

VJAI reflects a belief that performance tools should lower barriers without lowering the ceiling, giving DJs creative control over their visual identity without pulling focus from the music itself.

V.J.A.I

Sketching & Research

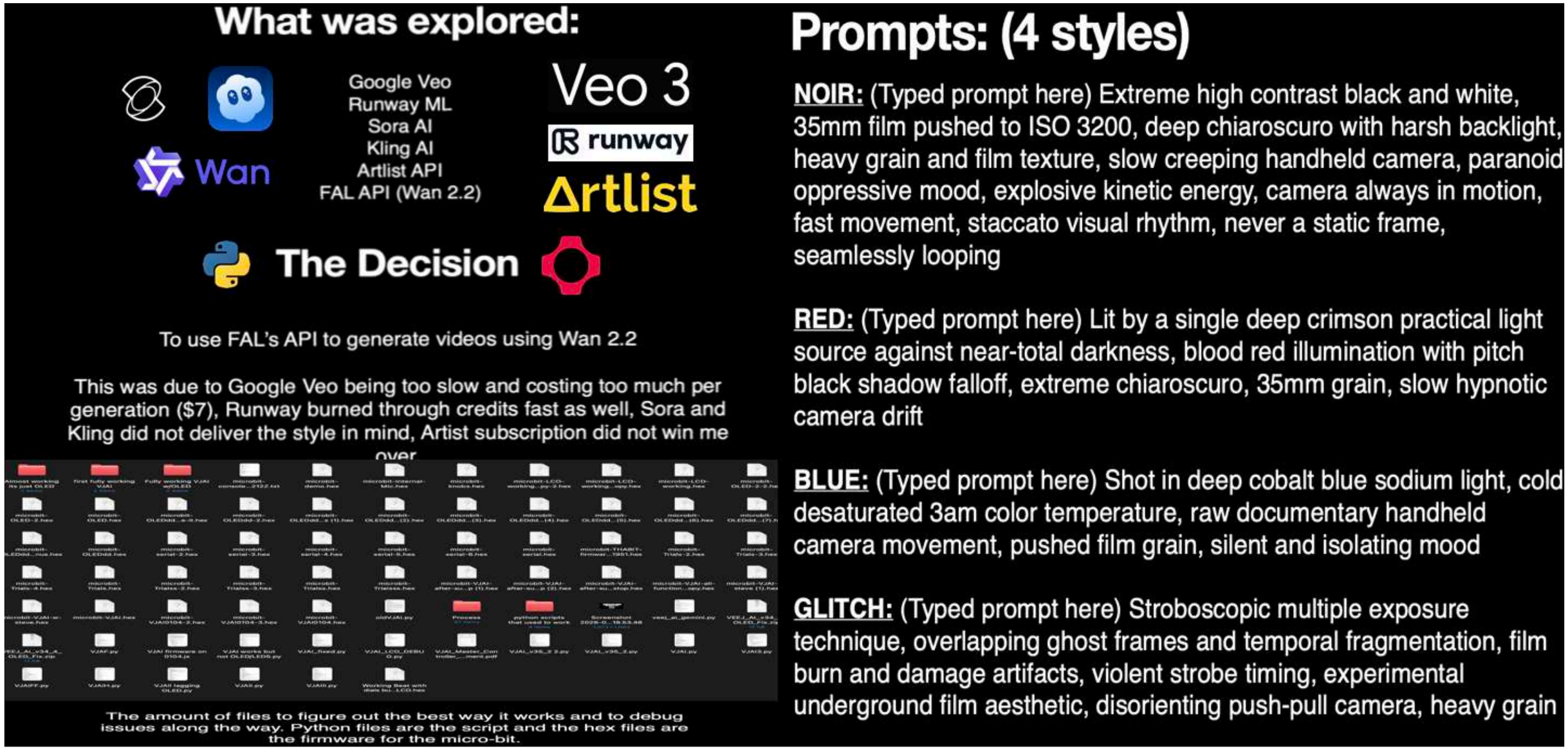




Sketching started wide, from finger-worn rings to arm-strapped hardware, before landing on a handheld controller as the most buildable and performance-ready direction. Talking to House/Techno DJs I personally knew confirmed the need. Fast-paced music demands fast-paced, loopable visuals, which shaped both the style system and the decision to build around an AI video generation pipeline.

V.J.A.I

Software Development

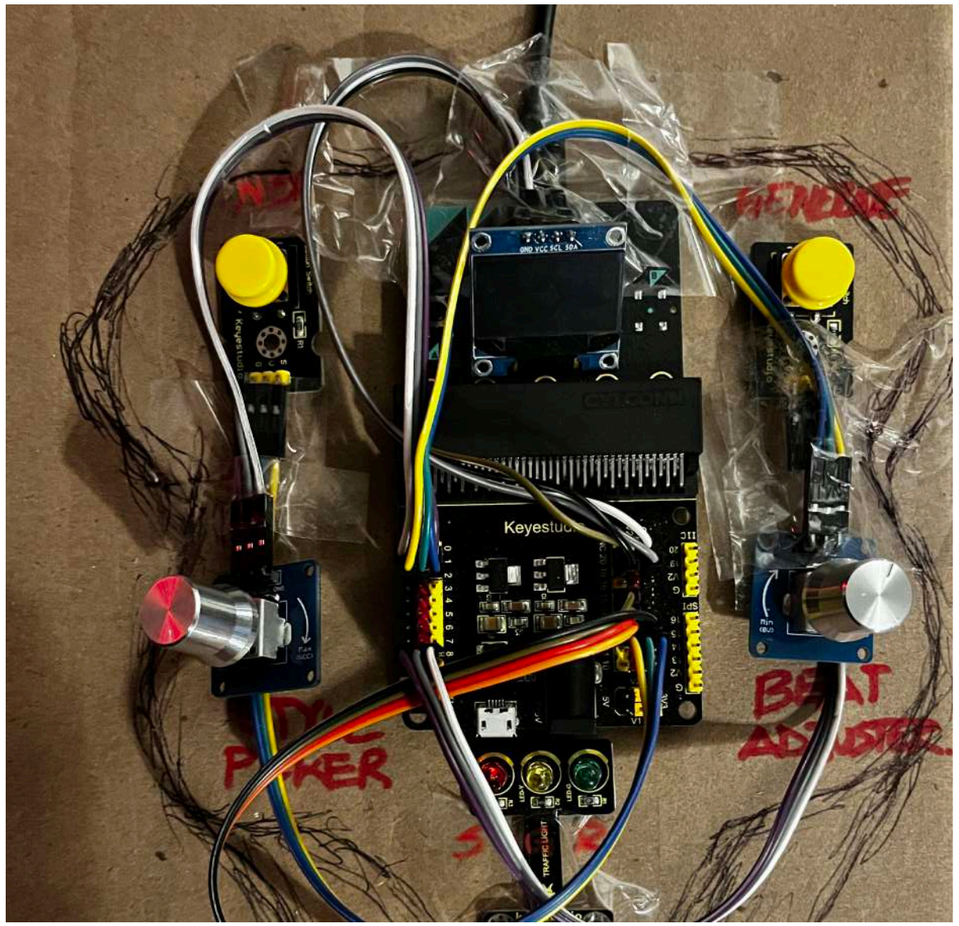


Multiple AI generation tools and APIs were explored to understand how real-time visuals could function within a live DJ environment. Veo, Runway, Sora, Kling, and Artist were tested across generation speed, cinematic quality, looping behavior, and cost. The final system was built using FAL's WAN 2.2 API, allowing VJAI to generate stylized, sound-reactive visuals through a structured prompt system.

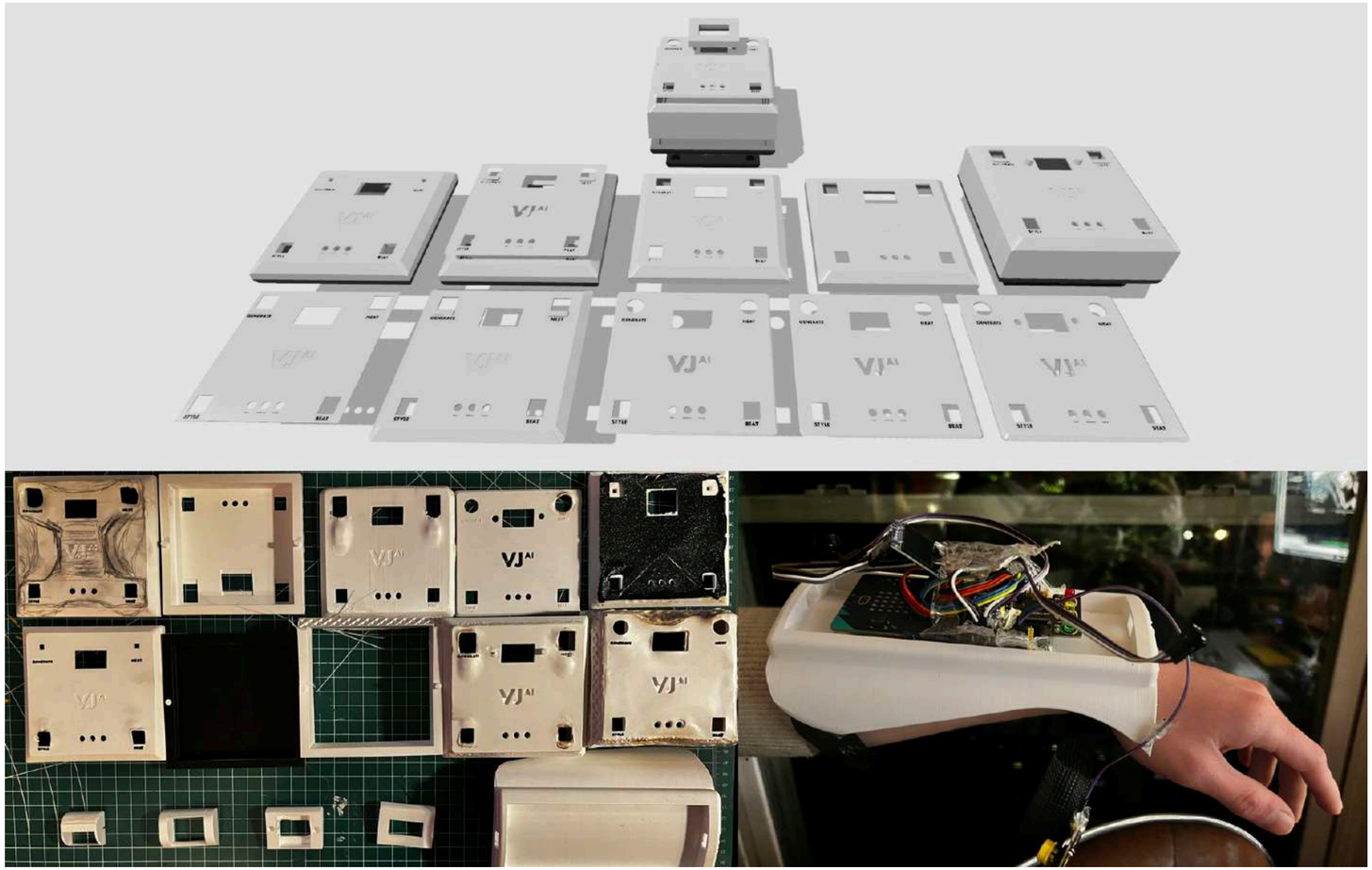
V.J.A.I

Product Development & Iterations

After the Python script was ready, the next challenge was the shell. What seemed straightforward took several iterations; wiring depth, component tolerances, and irregular hardware surfaces forced a split-body housing approach before anything fit cleanly. Getting the OLED to mirror live keyboard input took two additional days to resolve. Once the core hardware held, I explored mounting options to keep VJAI off the DJ booth entirely, prototyping both an arm-worn variant and a desk clamp with a snap-fit attachment.



First rough prototype



OLED Screen fully functional

Snap-fit exploded view for clamping

Designed clamping mechanism to hold VJAI

V.J.A.I

Final Product

The arm-strap was prototyped and printed, but DJ feedback pointed clearly toward the box form.

The final direction uses a clamping mechanism to free up booth space entirely, with snap-fit modularity allowing clean assembly and comfortable wiring clearance. The body splits into discrete sections, making it easy to disassemble for repairs or swap off the clamp mount entirely.

Exploded view of final model with snap-fits

Assembled final model

THABIT

A personal intelligence platform for early-career creatives.

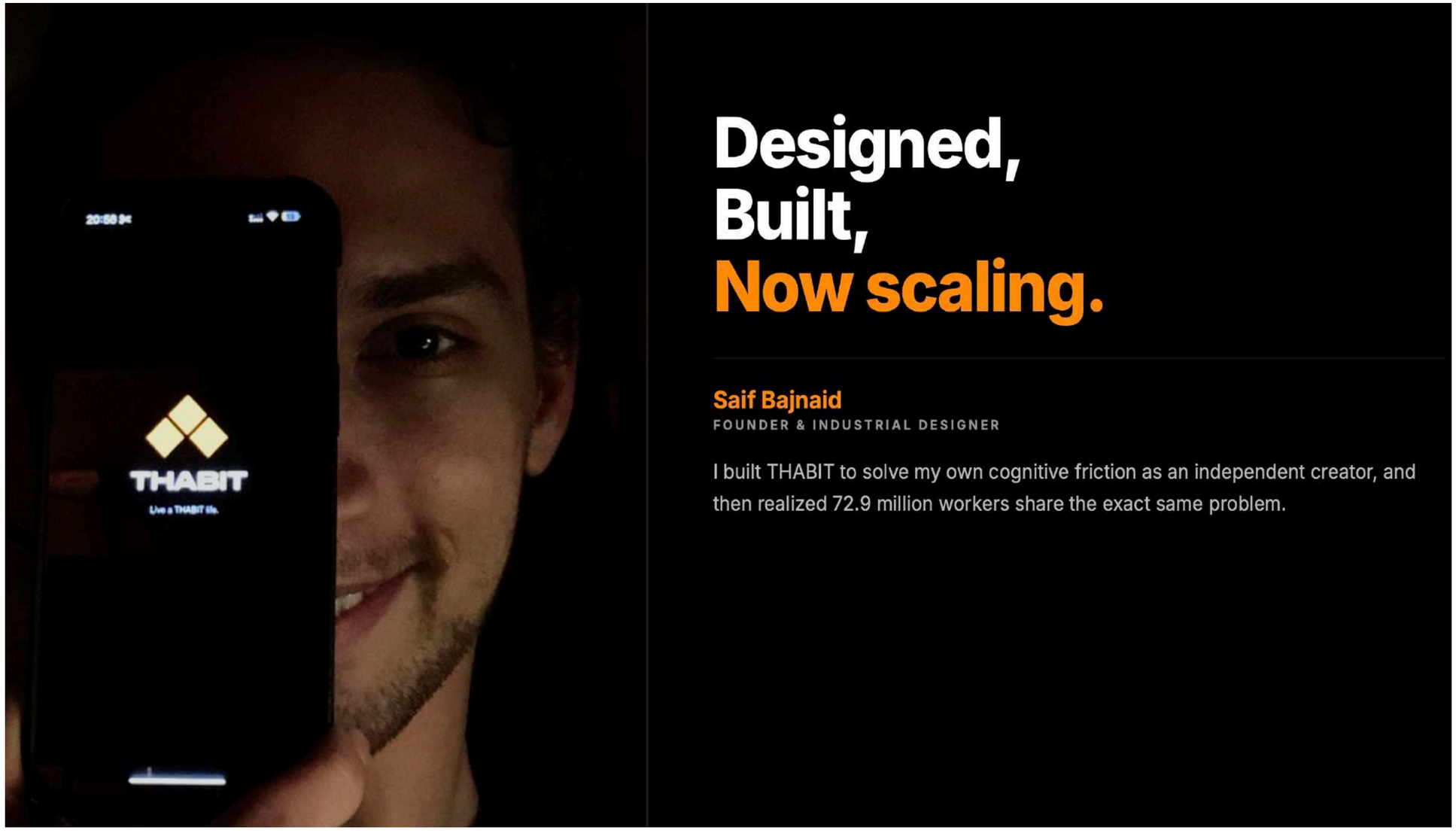
THABIT (translating to “Steady” in Arabic) is a personal intelligence app built for independent creators to capture ideas, manage tasks, and track finances through a single daily ritual.

The project began as an effort to solve cognitive friction from managing a creative life across fragmented tools, from voice notes to spreadsheets and banking apps.

THABIT operates as a converging system for thought, action, and money, designed to give independent workers the clarity that general-purpose software was never built to provide.

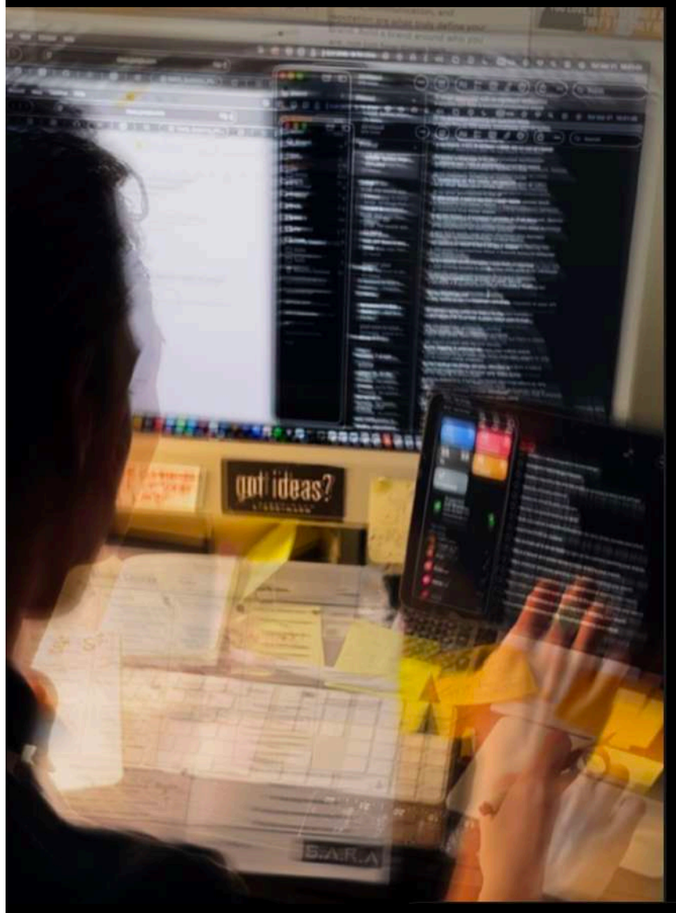
Each feature is treated as part of a unified experience, where the brain dump, task layer, financial dashboard, and AI memory are considered simultaneously rather than in isolation.

THABIT reflects an ongoing pursuit to build software that is intentional, creator-native, and grounded in both behavioral design and real-world application.



THABIT

Problem & Research



Constant Context Switching Is The Killer of Creative Execution.

Independent creators fail because they are forced to be their own CEO, CFO, and Project Manager simultaneously, using tools that were built for none of them.

47%
OF FREELANCERS STRUGGLE WITH CASH FLOW VISIBILITY

72.9M
INDEPENDENT WORKERS IN THE US ALONE

TOTAL ADDRESSABLE MARKET

$480 Billion

The global creator and independent worker economy. Source: Goldman Sachs, 2025

SERVICEABLE ADDRESSABLE MARKET

$50 Billion

Developers, students and creatives actively adopting AI-first productivity tools.

SERVICEABLE OBTAINABLE MARKET

$375 Million

0.75% of SAM captured in 5 years, based on 120K paid users at $9/month ARPU

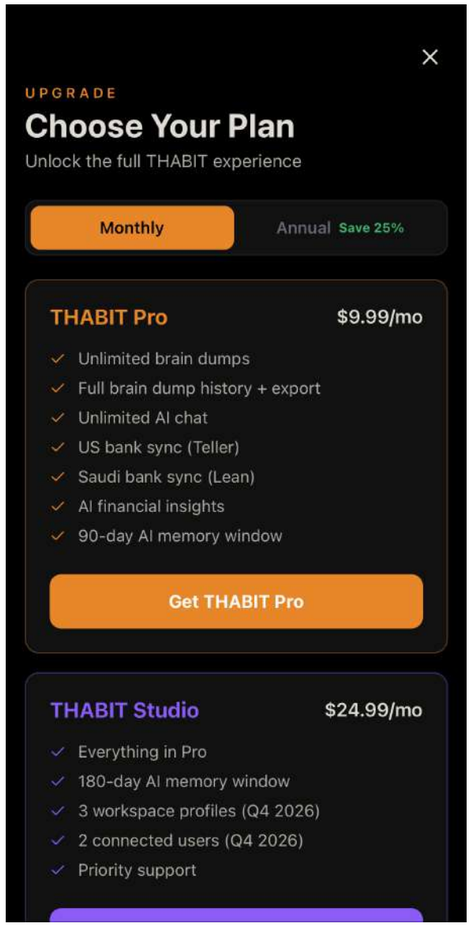
They are outgrowing Notion and rejecting Quickbooks.
They need a tool built for how they **actually** work.

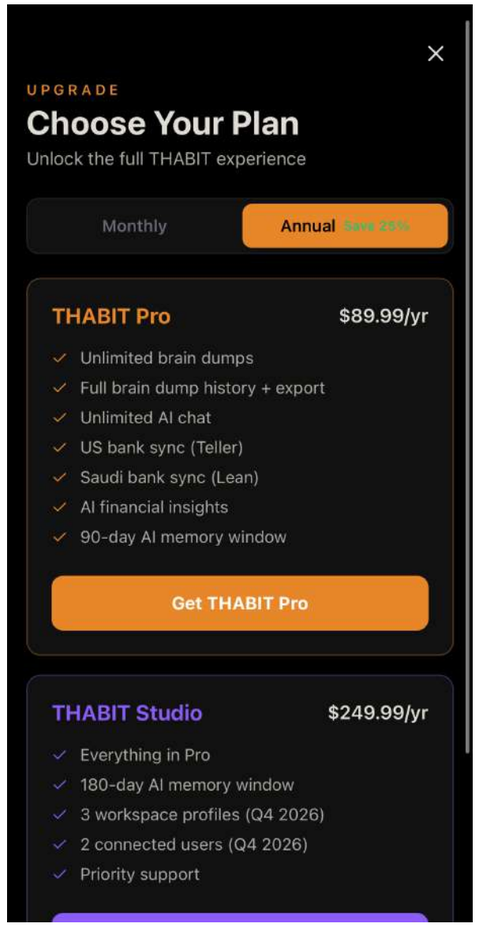
The research behind THABIT draws from the daily friction of independent creators forced to manage tasks, finances, and creative output across tools never designed for them.
The data reinforced what felt personal to the freelancer: The struggle with cash flow visibility and softwares designed for corporate teams, not for how creators actually work and think.

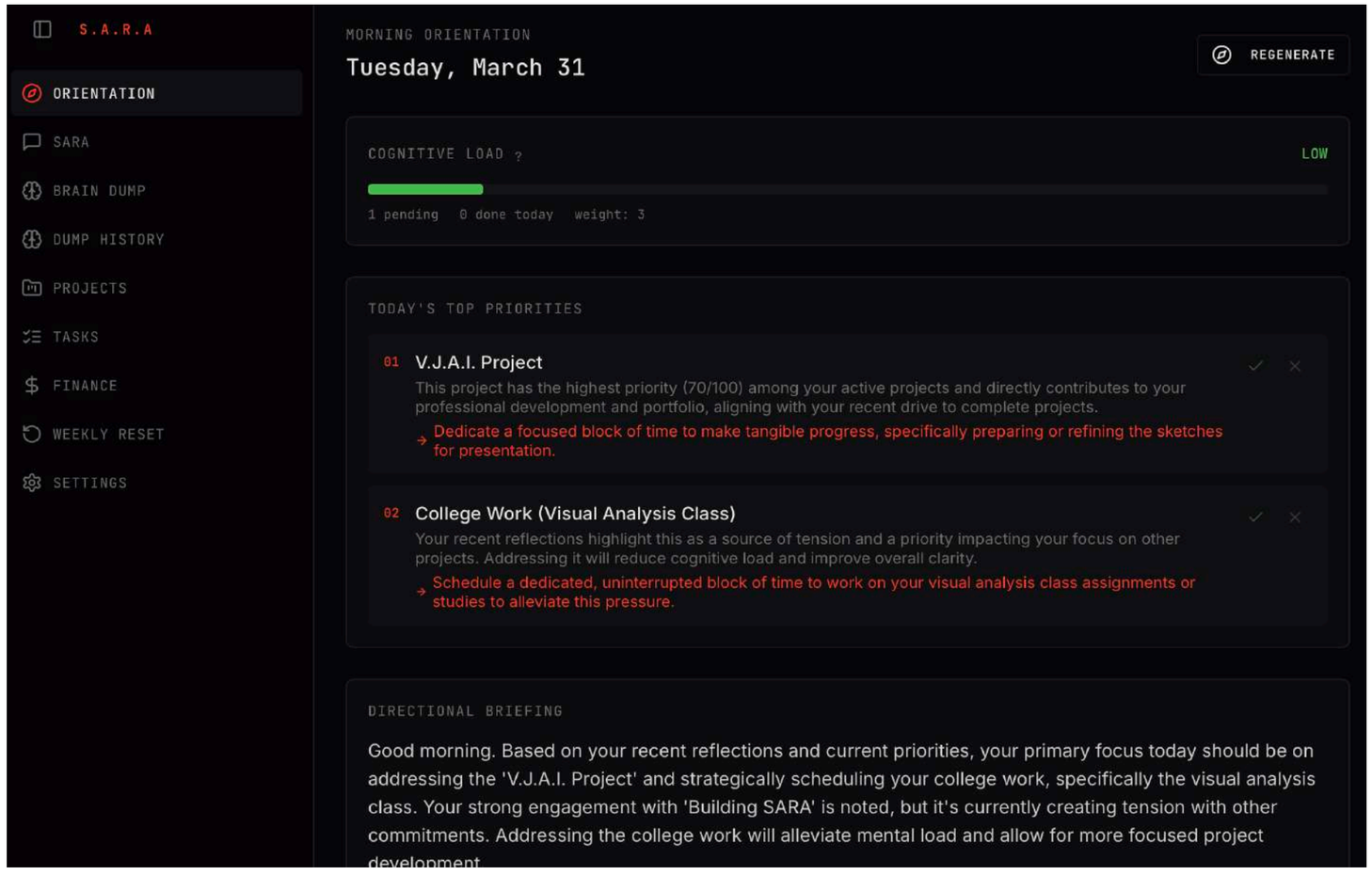
THABIT

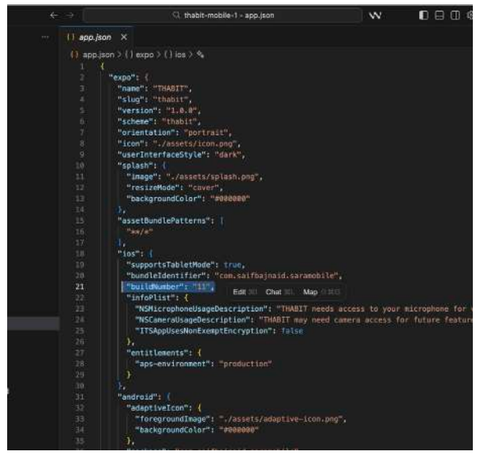
Process & Product Development

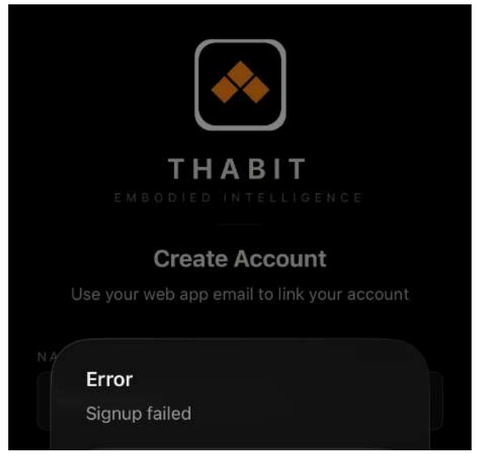
I began with S.A.R.A. (Smart Augmented Reality Assistant) as the original product concept before narrowing focus to a mobile-first app that could solve cognitive friction immediately. What followed was months of constant building, deploying, and debugging, working through broken auth flows, routing errors, and failed signups until the core product held. Once stable, I designed and implemented a three-tier subscription paywall to begin validating willingness to pay and structure the business model before scaling.









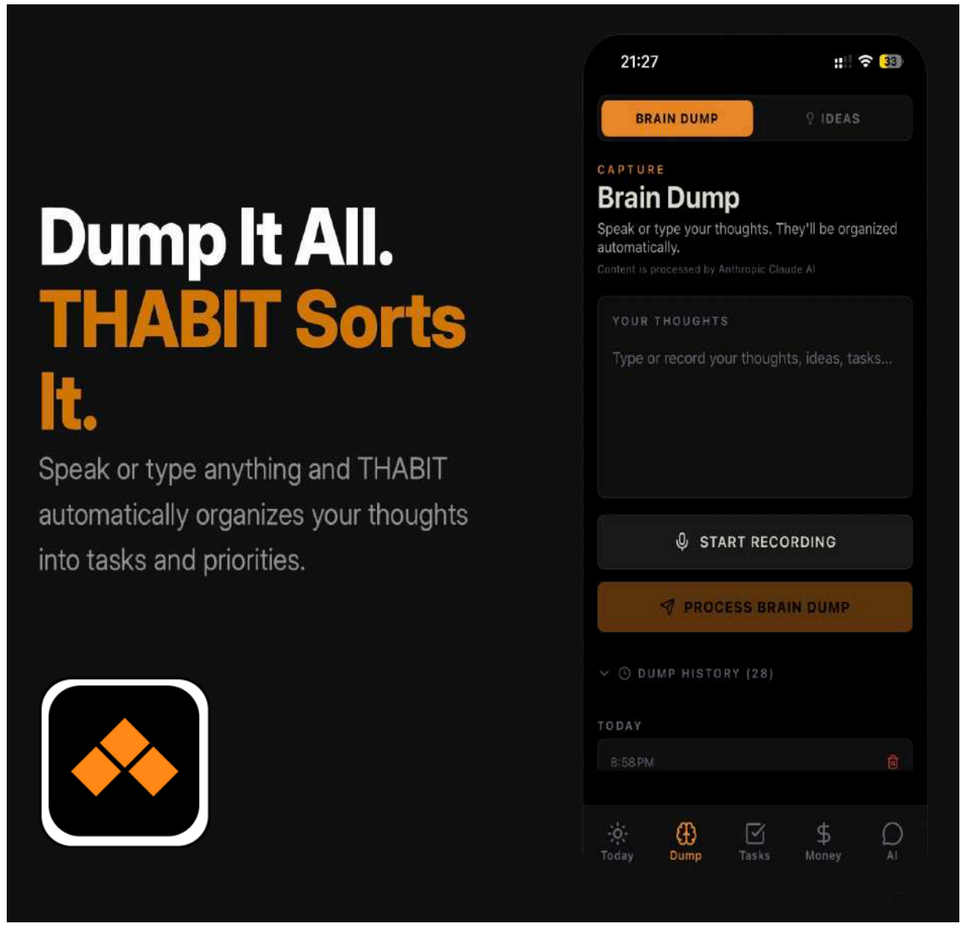


THABIT

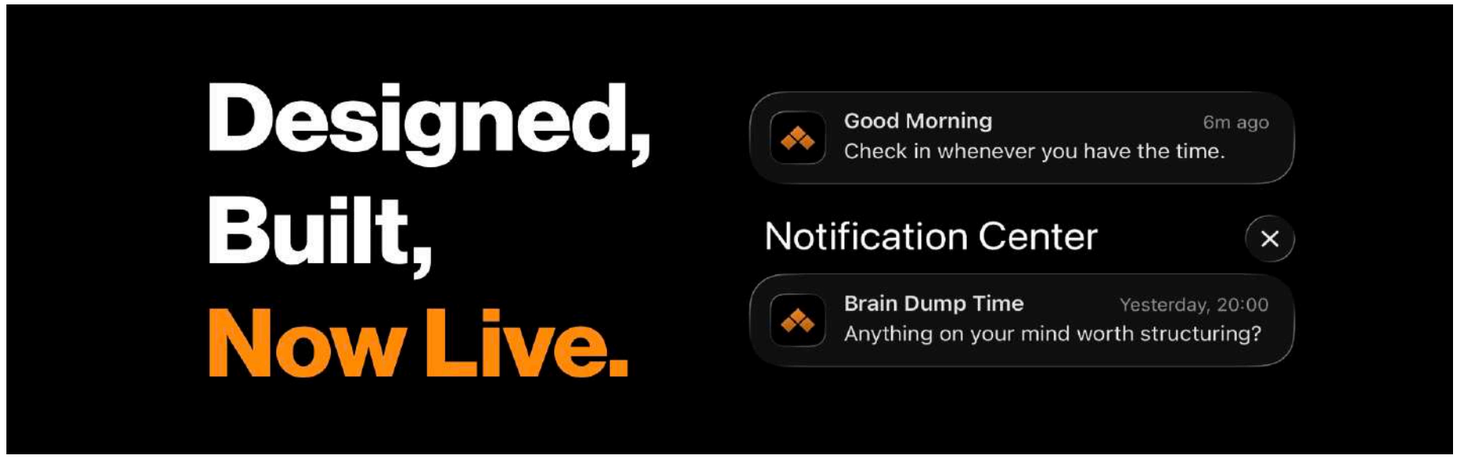
Final Product & Benefits

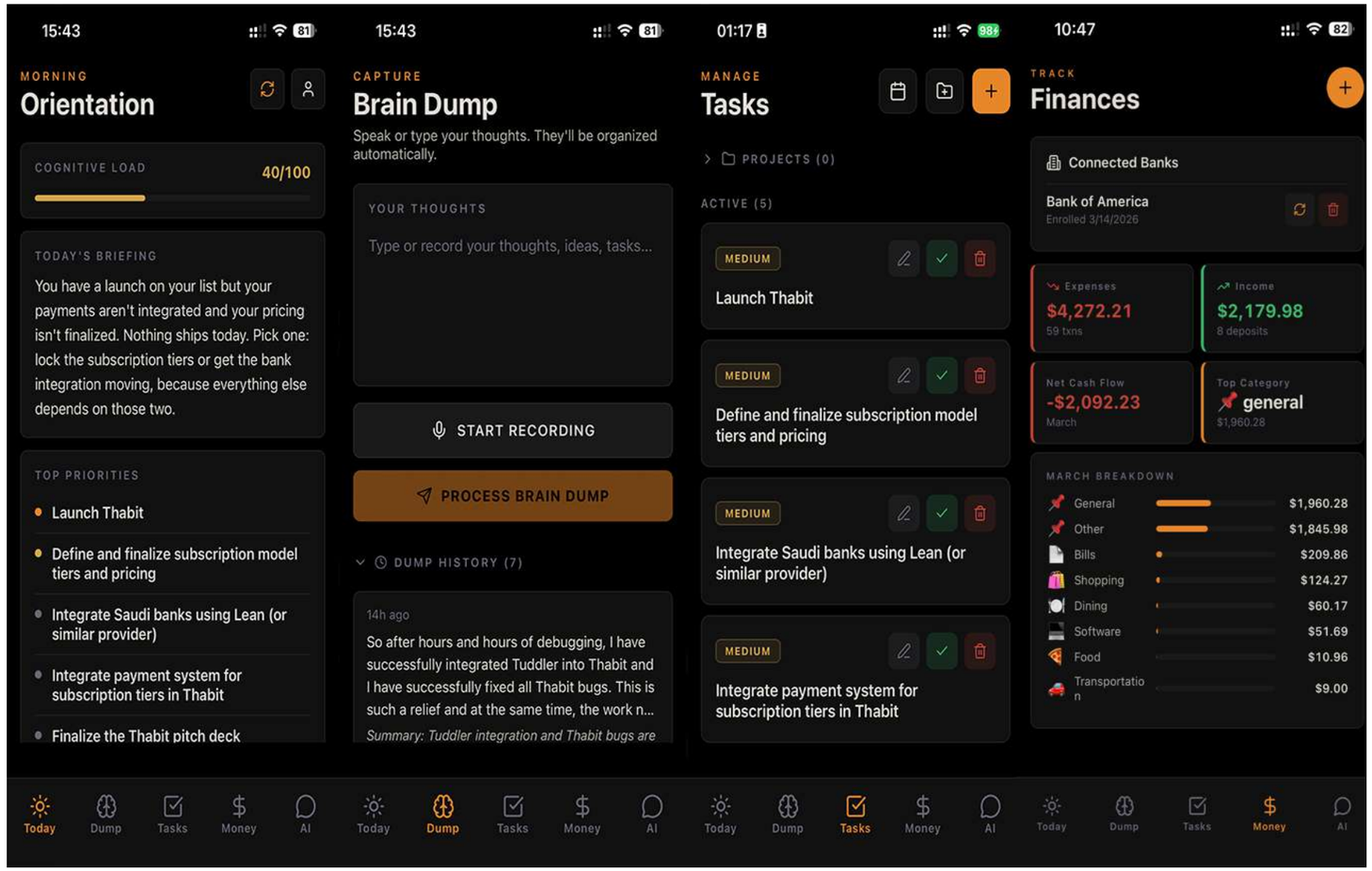
The logo draws from ث, the Arabic letter THABIT is rooted in, its three dots abstracted into a single mark.

Notifications were implemented to bring the user in and to invite them to speak their thoughts, the brain dump organizes them into tasks, and the AI chat recalls everything in the workspace to answer anything the user asks. Live on TestFlight!



App store screenshot





Complete overview of different sections in the app.

Inflatable Habitat Storage System: NASA

Pratt Institute Group Project II Saif Bajnaid & Ziyu Nie

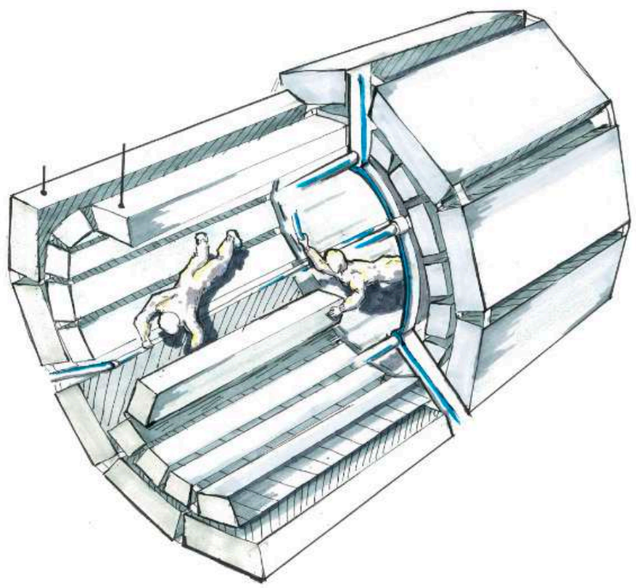
Within the Wearable Technology design studio at Pratt Institute, my colleague Ziyu (Mark) Nie and I were tasked with a challenge set by NASA to design a permanent storage system for an inflatable habitat.

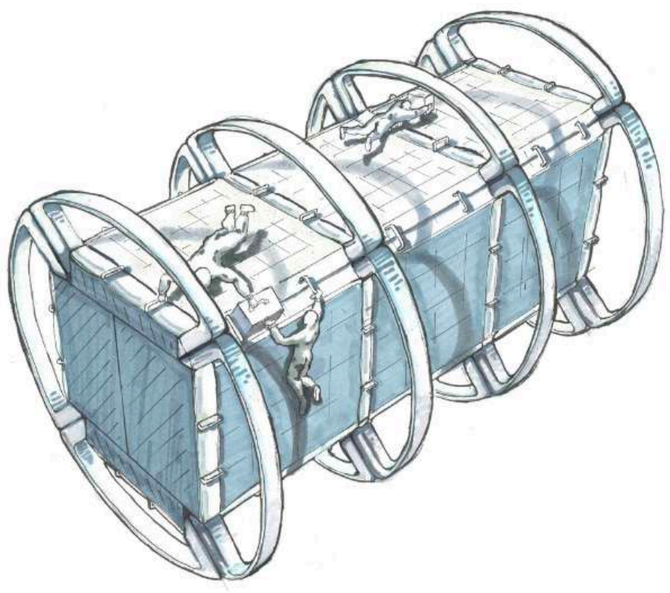
The problem focused on the International Space Station's need for a long term storage solution for CTBs (Cargo Transfer Bags). Throughout the project, we learned how to design for space by addressing microgravity, payload constraints, and deployment requirements, while being guided by two NASA subject matter experts who acted as mentors during the process.

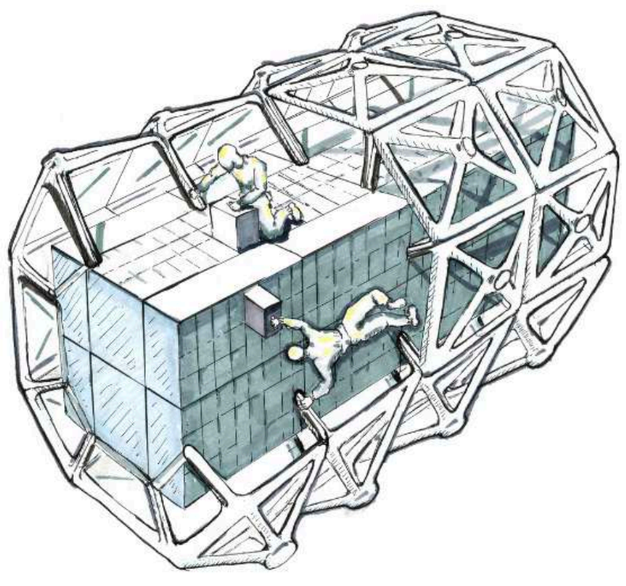
The project concluded successfully, and our team was recognized as Best Prototype at the competition held in Houston, Texas.

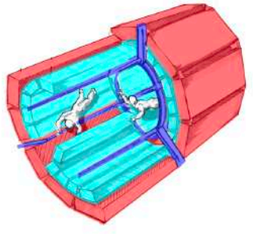
Inflatable Habitat Storage System: NASA

Sketching









Storage Area I
360 CTBE per Section

Storage Area II
192/144 CTBE per Section

Handrails
Modified from the core

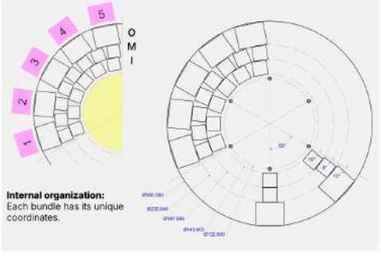
Attachment: Velcro

Deployment Time: 4 hrs

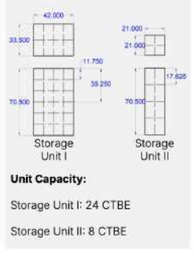
Layout

Storage Unit I (OR)

Storage Unit II (MR&IR)



Internal organization:
Each bundle has its unique coordinates.



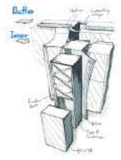
Unit Capacity:

Storage Unit I: 24 CTBE

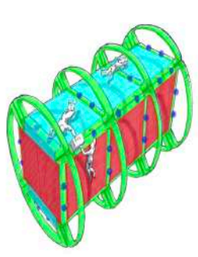
Storage Unit II: 8 CTBE

Step 1: Unpack

Step 2: Expand



Step 3: Install



Storage Area I
264 CTBE per Section

Storage Area II
72 CTBE per Section

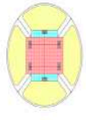
Supportive frame
Inflatable Structure

Handrails
Inflatable/Stripe

Arch Compression

Deployment time: 2 hrs

Layout



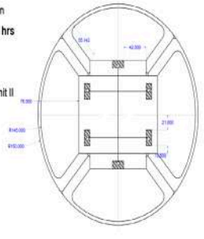
Storage Unit I

Storage Unit II

Passageway

Storage Unit I

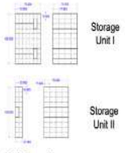
Storage Unit II



Step 1: Unpack

Step 2: Inflate

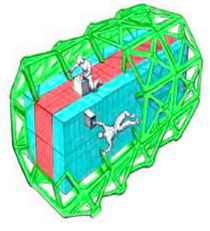
Step 3: Interlock



Unit Capacity:

Storage Unit I: 132 CTBE

Storage Unit II: 36 CTBE



Storage Area I
160 CTBE per Section

Storage Area II
208 CTBE per Section

Supportive frame
Strips in tension

String Tension

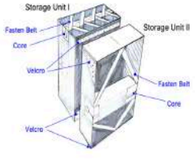
Deployment time: 1 hr

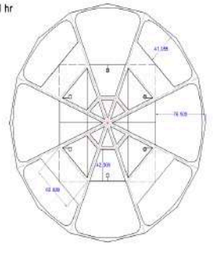
Layout

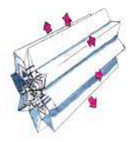
Storage Unit I

Storage Unit II

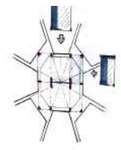
Passageway



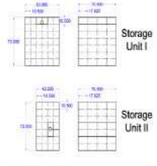




Step 1: Unpack



Step 2: Install Units



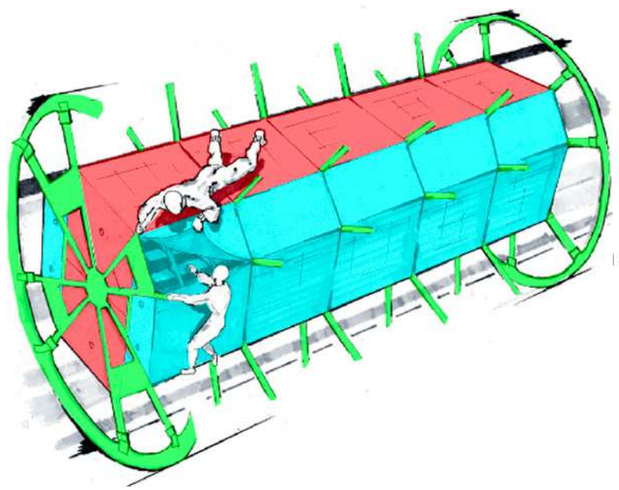
Unit Capacity:

Storage Unit I: 80 CTBE

Storage Unit II: 52 CTBE

Inflatable Habitat Storage System: NASA

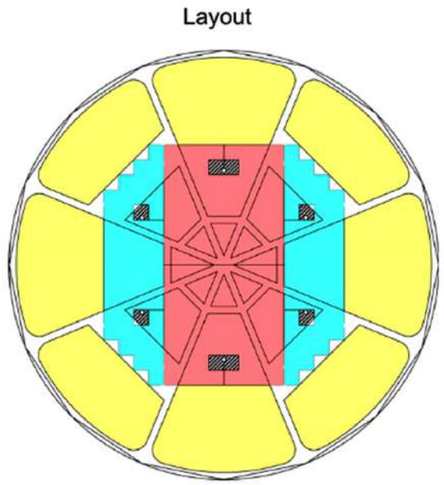
Final Model Schematic

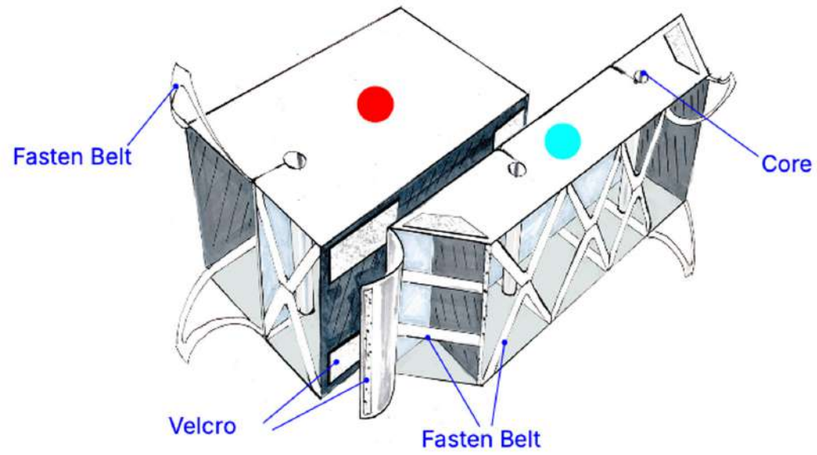


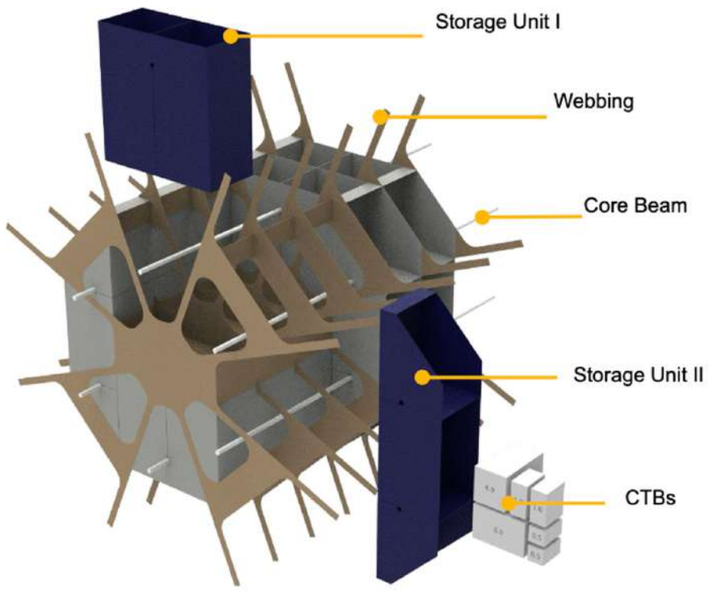
Storage Area I
124 CTBE / Section

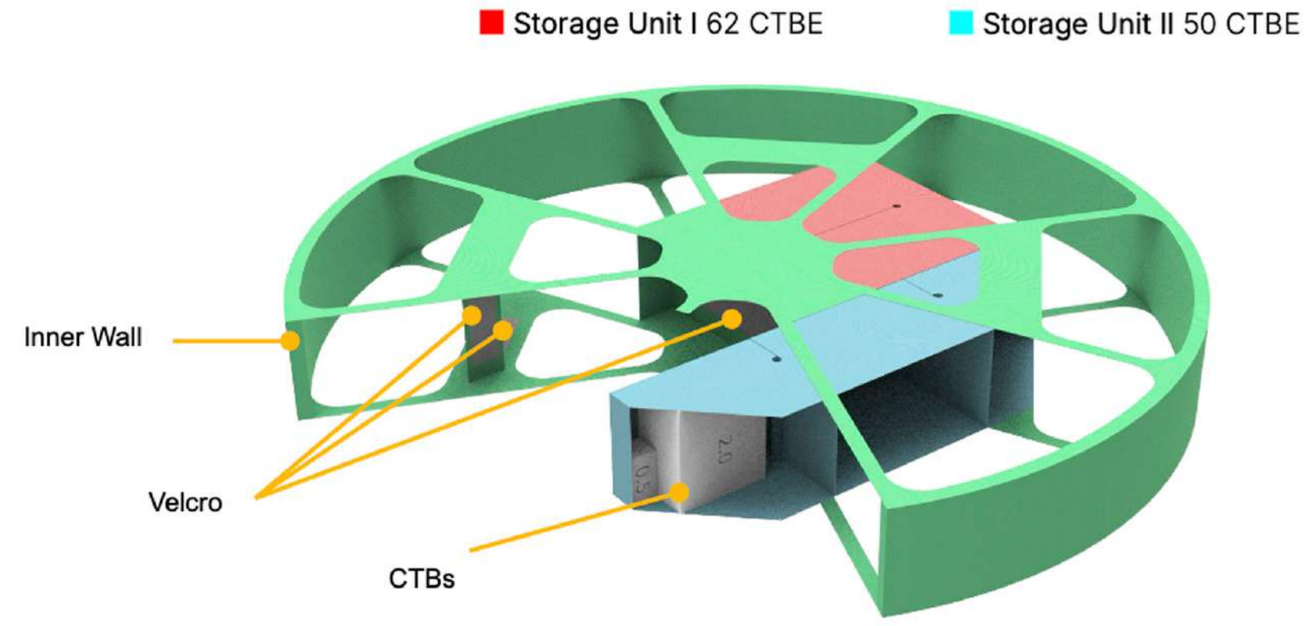
Webbing
Strips in tension

Storage Area II
100 CTBE / Section





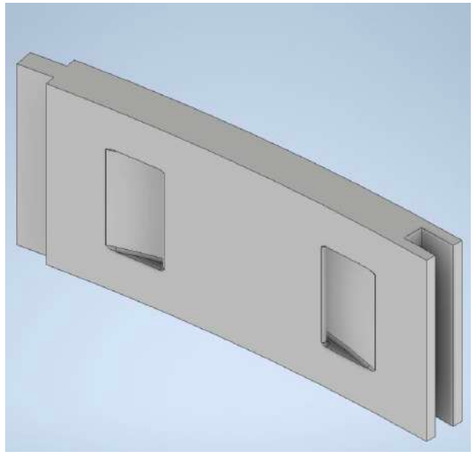


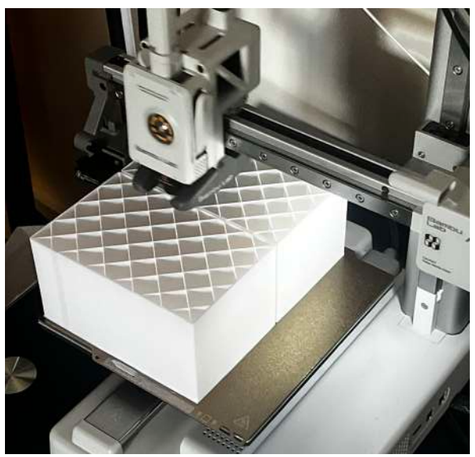


Inflatable Habitat Storage System: NASA

Prototyping & Iterations

After establishing our final design direction and choosing soft goods for the prototype, we mocked up the form with brown paper to test scale and structure. The pattern was then transferred to muslin and sewn before moving to the final material. A modular inner wall with integrated slots was created to house the system, 3D-printed CTB mockups were inserted to test storage capacity and astronaut interaction.





Inflatable Habitat Storage System: NASA

Final Prototype & Presentation

Our team presented the inflatable habitat storage system at NASA's Johnson Space Center in Houston as part of the 2025 TCC Wearables Workshop & University Challenge. The project demonstrated how a modular soft-goods structure could provide astronauts with a lightweight, scalable solution for storing Cargo Transfer Bags within inflatable habitats

Front view of assembled modular inner wall structure without CTBs.

Individual soft-goods storage module designed to house CTBs.

Adjustable buckles securing CTBs while allowing astronauts quick access.

My teammate, Mark, and I presenting our solution at the NASA Johnson Center.

The certificate we got awarded for our prototype.

SHAFAF

A catalyst for creative youth in Jeddah, Saudi Arabia.

SHAFAF is a conceptual project and was done for a design studio I took called Social Change.

The point of the studio was to come up with a solution for a social issue, I chose to focus on a social issue in the place I grew up in which is Jeddah, Saudi Arabia.

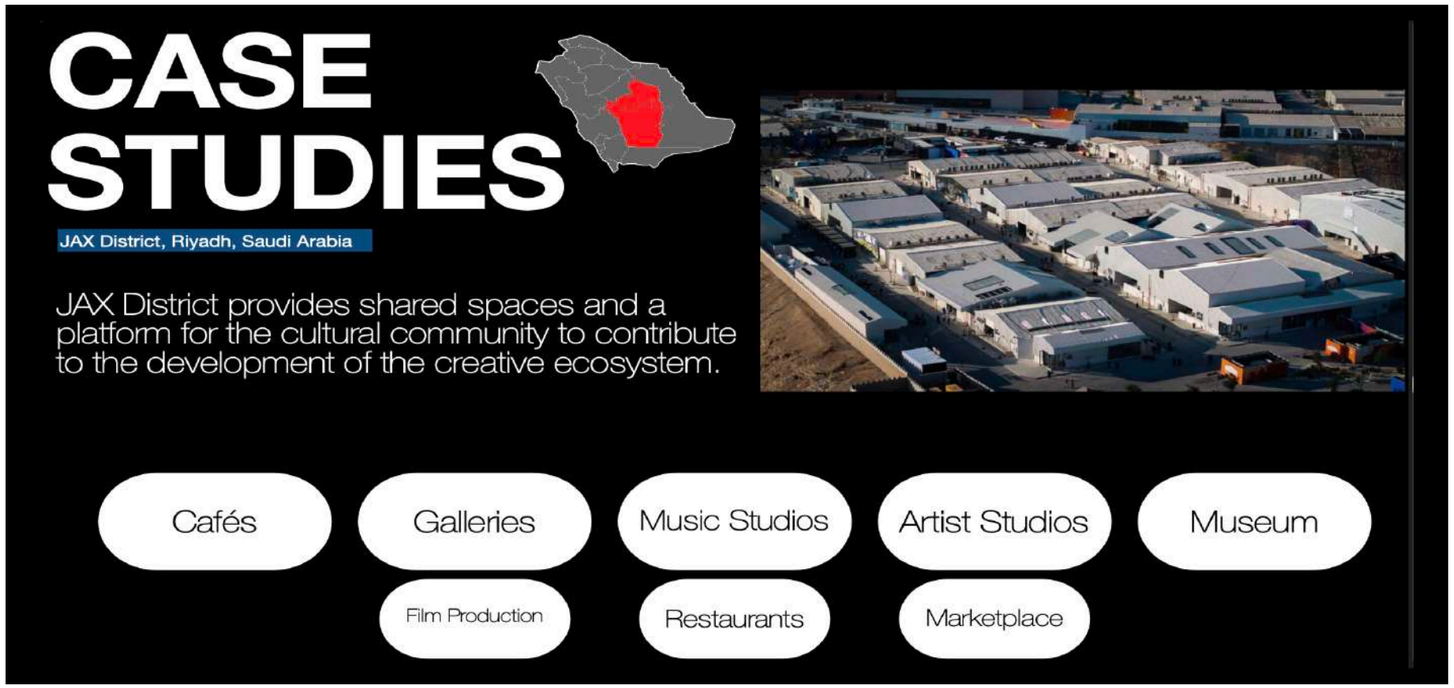
The issue was that Jeddah had no place for creatives to connect, create and experiment freely.

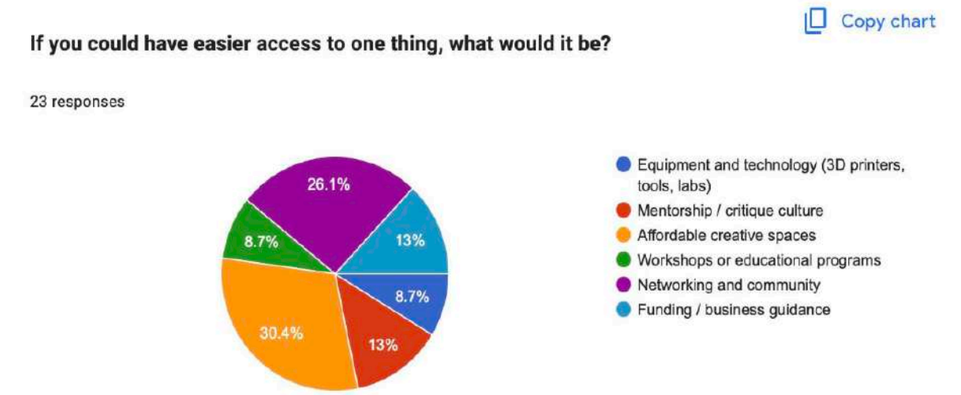
This is not the case today as there have been many initiatives to grow creativity since I left the kingdom back in 2022, however the solutions that are being provided are still in their infancy stage and still lack multiple aspects.

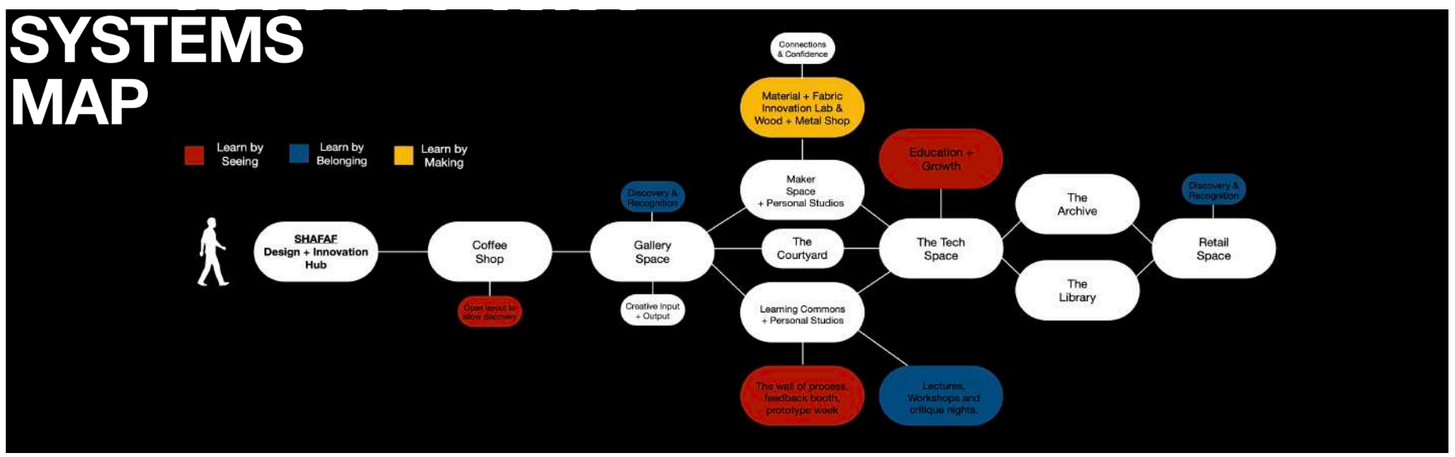
SHAFAF is an attempt to fill those gaps for a greater future for the creatives of Jeddah.

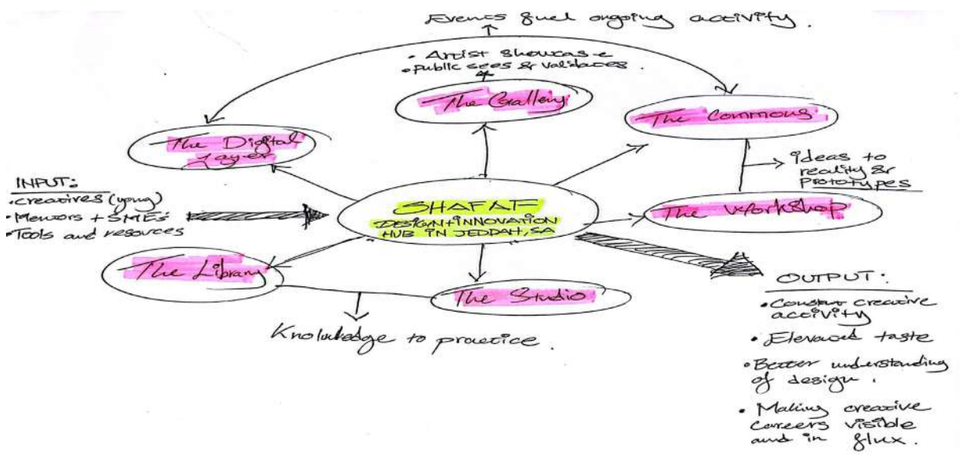
SHAFAF

Research









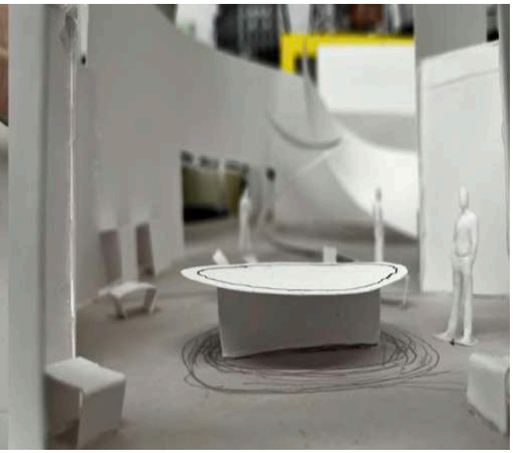
JAX District was analyzed as a case study to understand how a structured creative ecosystem operates through spatial programming and cultural infrastructure. Surveys across different creative groups revealed gaps in accessibility, collaboration, and support systems, informing the development of a systems map that evolved from a rough draft into a refined structure defining key relationships and areas for intervention.

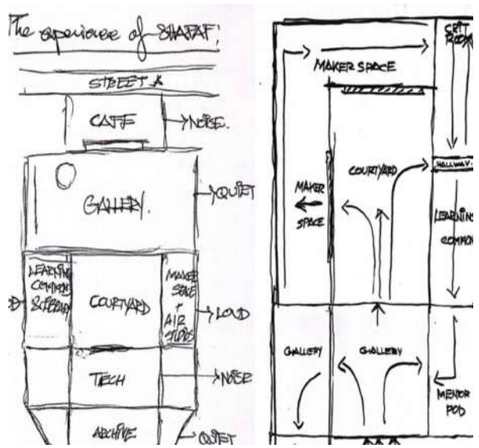
SHAFAF

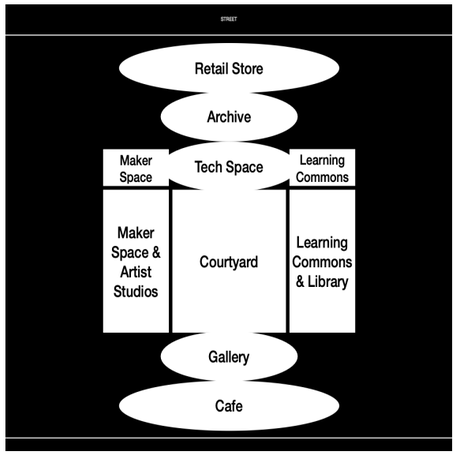
Prototyping & Iterations

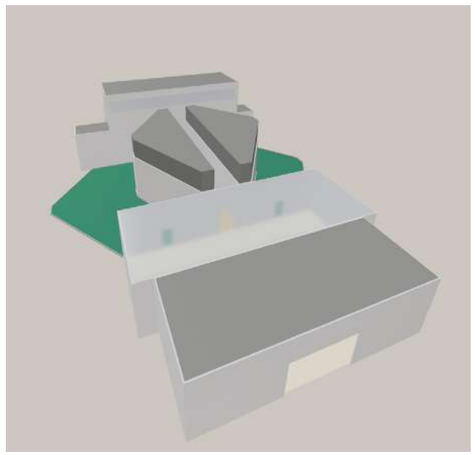
The process moved from physical sketch to 3D modeling and testing within a spatial computing environment to understand scale, interaction, and experience.

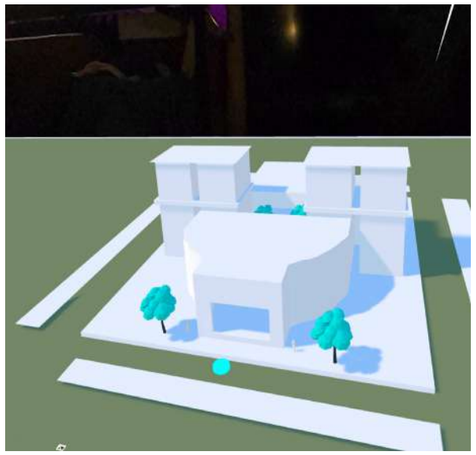
This immersion informed further refinement in CAD, where details and proportions were defined and organized into a cohesive design.

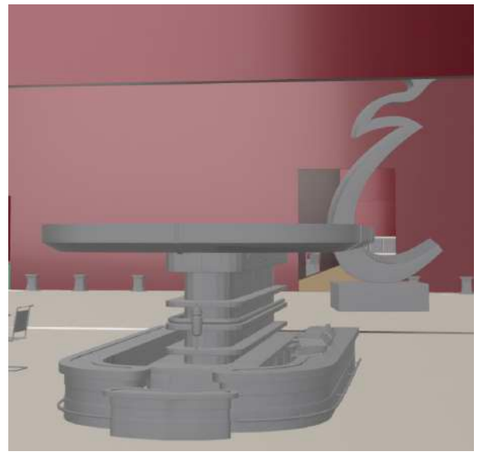


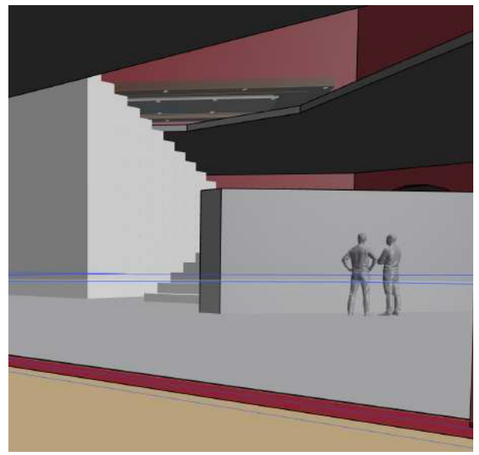


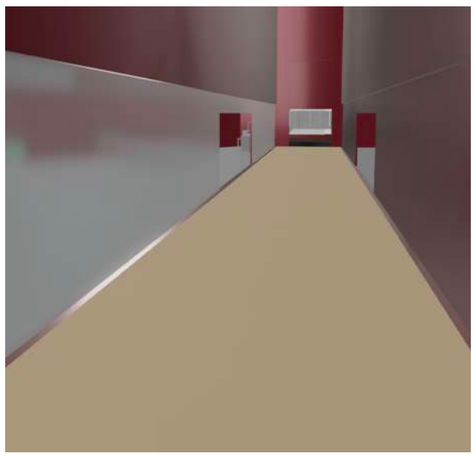


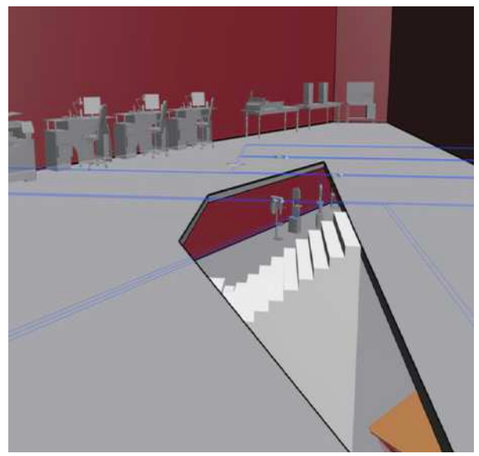






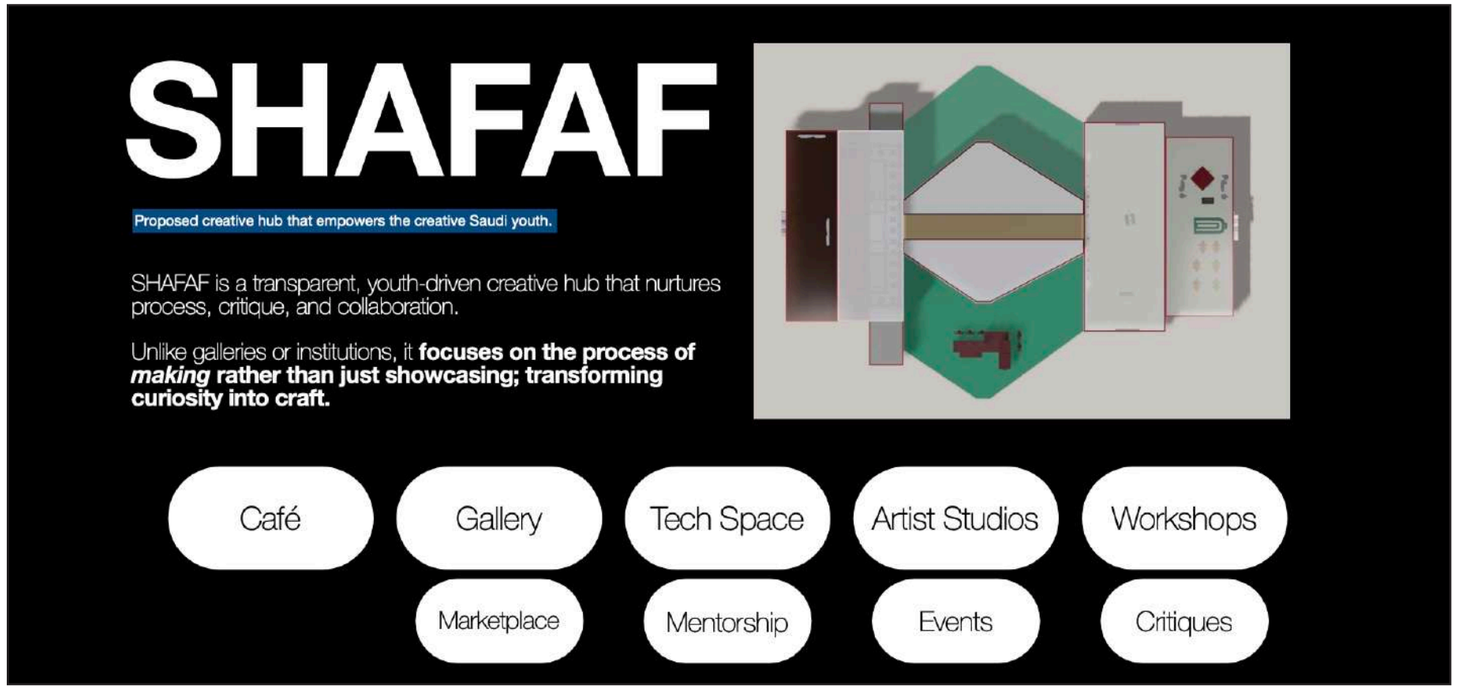






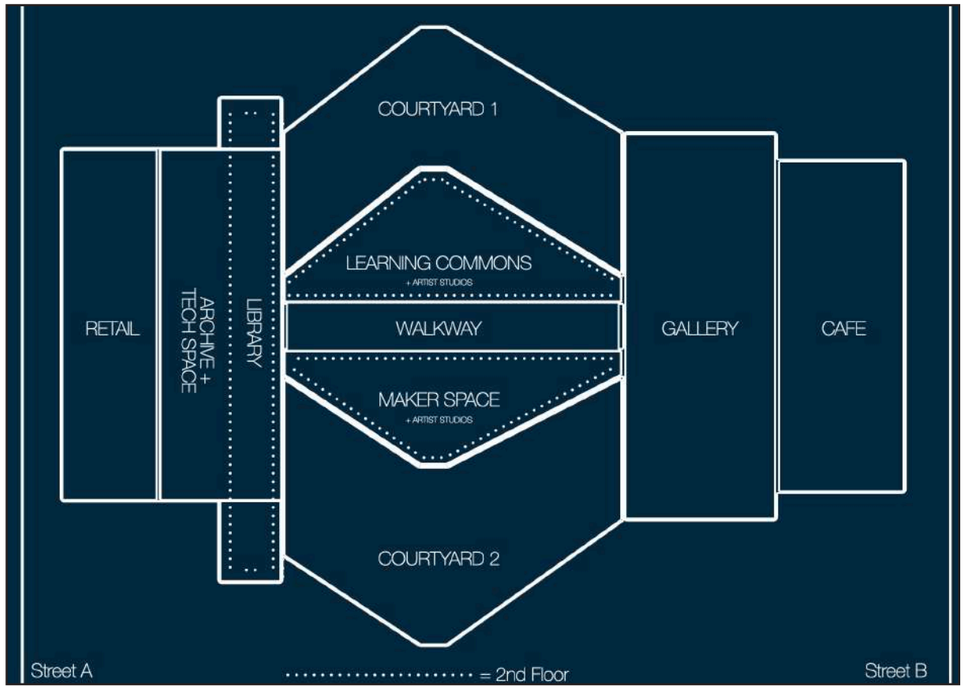
SHAFAF

Process



After research and refinement, it was clear SHAFAF needed to support creation, collaboration, and public engagement and support across a unified spatial framework.

The program bridges cafés, galleries, studios, and learning environments to enable both production and interaction, allowing users to move between making, observing, and exchanging ideas without friction. Each space is positioned not as an isolated function, but as part of a larger ecosystem that encourages participation.



The schematic organizes the program into a structured layout that defines relationships between spaces, users, and movement throughout the system.

Each component is positioned to reinforce connectivity and flow, guiding users through a sequence of spaces that support both individual focus and collective engagement.

Circulation paths are designed to create moments where users encounter different disciplines and activities within the same environment.

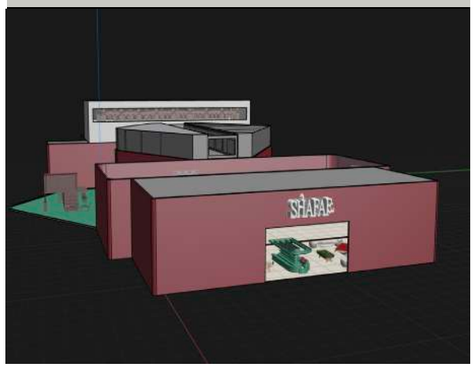
SHAFAF

Final Outcome

SHAFAF is presented as a spatial and cultural platform that brings together making, learning, and public engagement within a unified environment within Jeddah, Saudi Arabia. The project demonstrates how integrated spaces such as the makerspace, gallery café, and learning commons support creative production and encourages overlap between disciplines, allowing ideas to circulate rather than remain isolated while extending into a cohesive visual identity.

Final render of the Cafe space that includes an opening to the Gallery space as well.

The Maker Space: Where people go to create and get insight from mentors.



Final 3D Model

The learning commons: Where people pin-up their work and seek feedback.

Business Card mockup

Prospect Park Discovery Kit

An interactive tool designed to deepen connections with nature.

Tasked to create a product for a park native to New York City, I decided to focus on Prospect Park in Brooklyn.

I started by designing individual products that revolve around mindfulness and presence; as this was the feeling I felt when I first visited the park.

The end product turned out to become a kit that you can easily take to the park and use the products that come with.

Prospect Park Discovery Kit

Research

CONTEXT

Park-goers often visit Prospect Park seeking relaxation, exploration, or connection with nature but may struggle to fully engage with their surroundings in a meaningful way.

RESEARCH

Interviews with park visitors highlighted the need for interactive, tactile, and reflective activities.

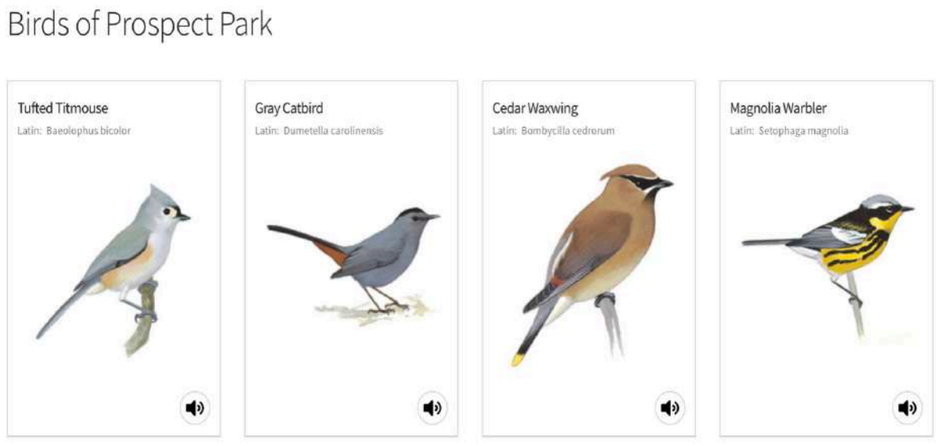
Geocaching and interactive installations in parks informed the development of the kit's components.

USERS

- Nature enthusiasts and families.
- Casual park-goers seeking immersive and engaging experience.

SOLUTION

Invite users to explore, reflect, and connect with the park's diverse natural beauty by providing tactile, educational, and sensory tools.

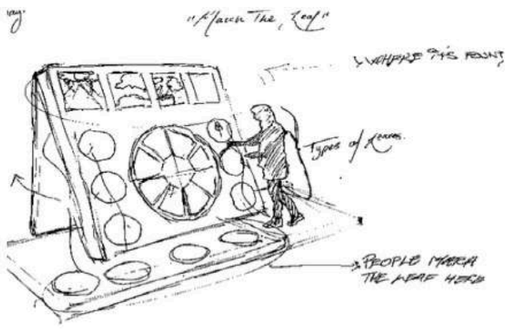


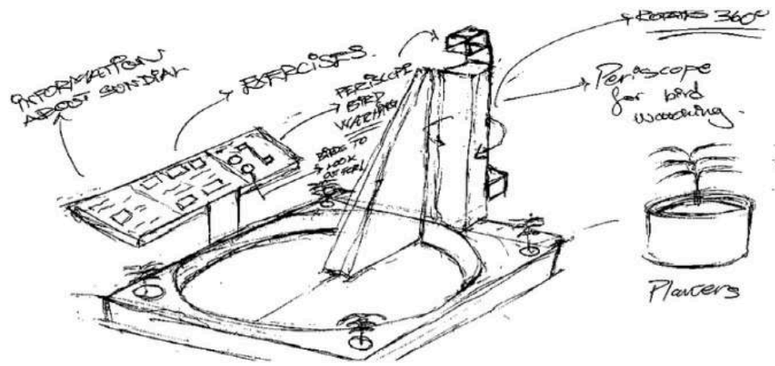
Study of bird species found in Prospect Park to understand local wildlife and identify opportunities for educational and interactive engagement.

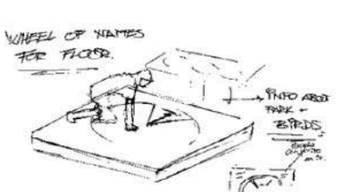
Documentation of visual language within the park, including signage and ornamental patterns, to extract recognizable forms and cues that inform interaction and navigation.

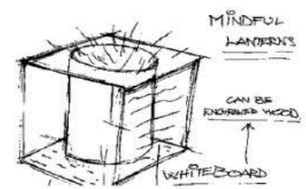
Prospect Park Discovery Kit

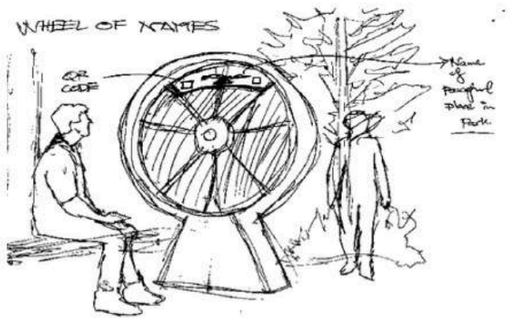
Sketching

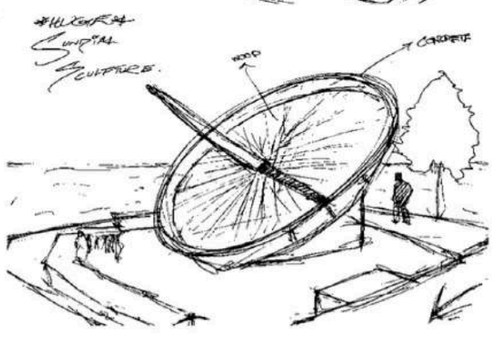


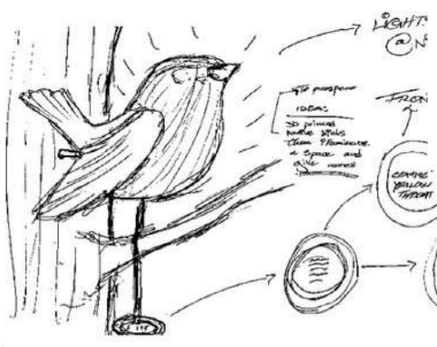


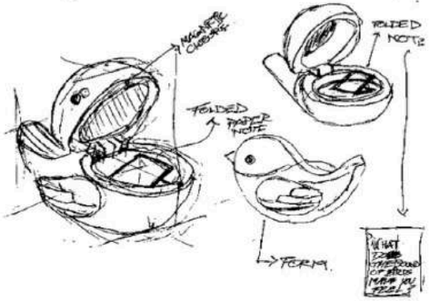


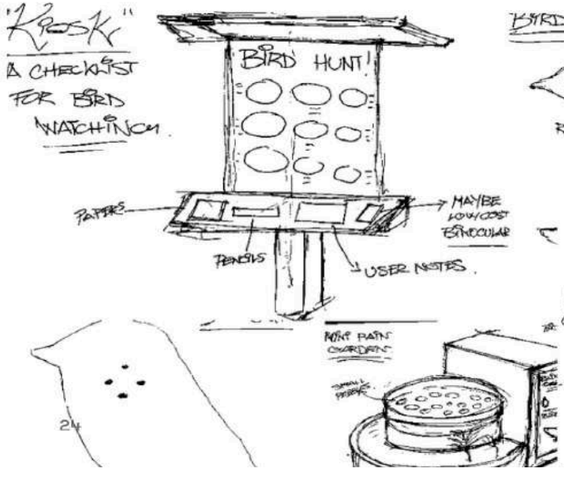


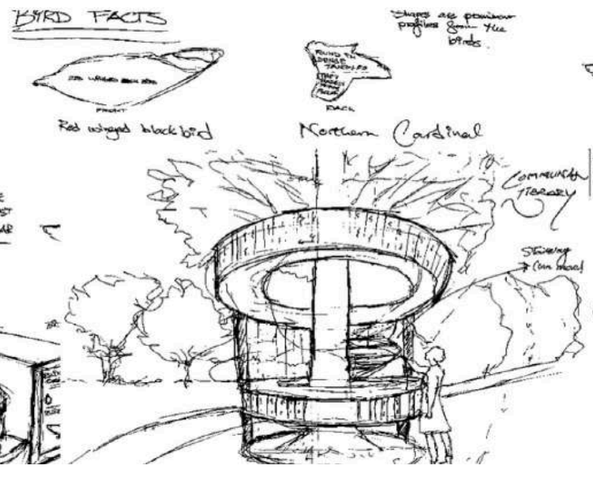


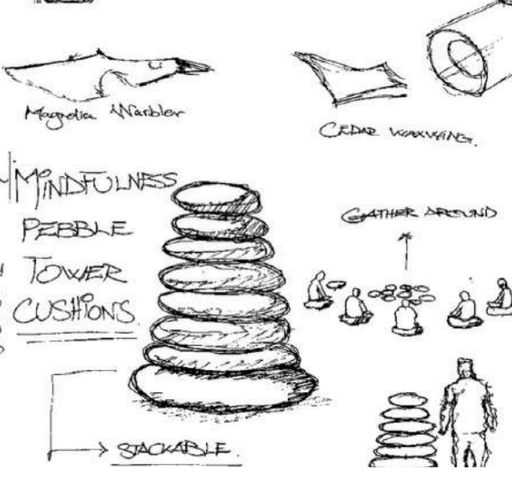


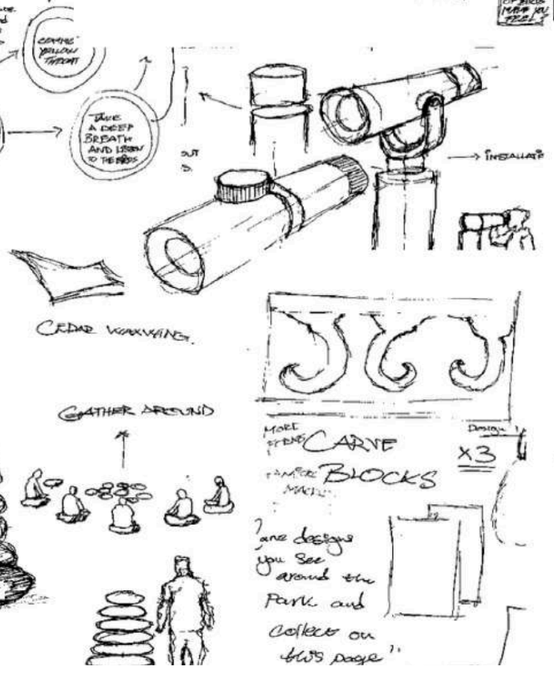


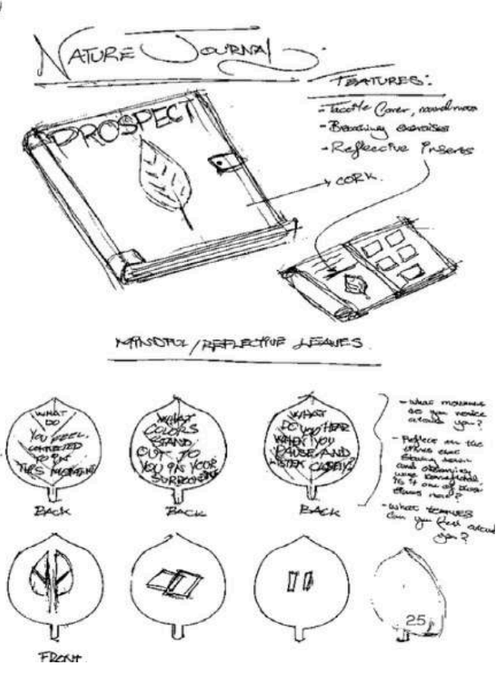








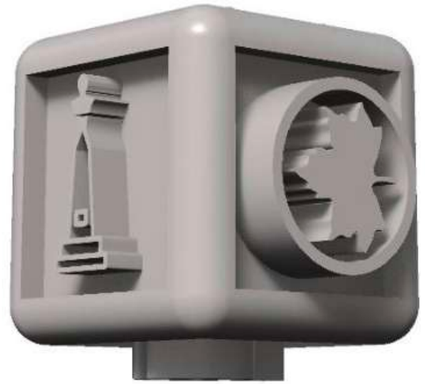


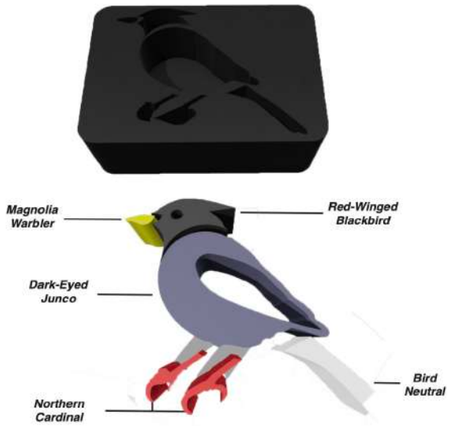


Prospect Park Discovery Kit

Process & Iterations

Development of the Prospect Park Discovery Kit through iterative prototyping, combining physical interaction, learning, and play. The system integrates location-based dice, interactive bird call cards, and embedded electronic components to create a responsive and engaging experience, which when played generates the sound of the bird that is on the card.





Prospect Park Discovery Kit

Final Product

The Prospect Park Discovery Kit was developed as an interactive system that encourages exploration through play, combining tactile tools, audio interaction, and visual learning into a cohesive experience. The project demonstrates how a modular kit can guide users through the park by integrating location-based dice, bird call cards, and hands-on impression tools.

Assembled kit showing modular storage and organization of all components.

Complete kit overview displaying all components, including dice, bird call cards, tools, and manual organized within the final system.

NOT A CREATIVE STUDIO (NACS)

A platform for design-driven culture between Jeddah and New York.

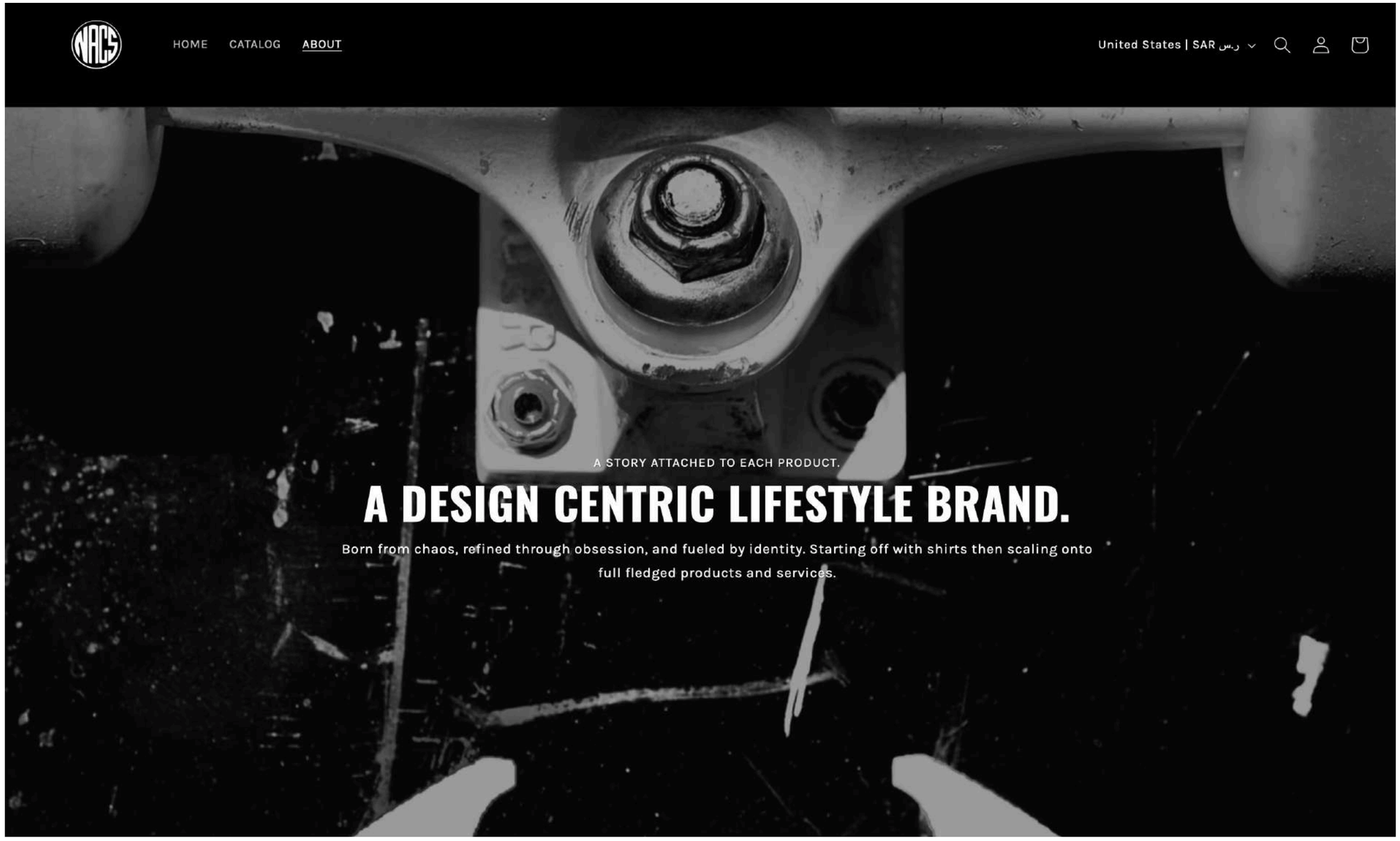
NOT A CREATIVE STUDIO (NACS) is a design-driven lifestyle brand developed to explore the intersection of product, identity, and culture.

The project began as an effort to create objects that carry meaning beyond function, starting with apparel as a medium to communicate narrative and perspective.

NACS operates as a platform to experiment with form, storytelling, and production, bridging influences between New York and Jeddah.

Each piece is treated as part of a larger system, where design, branding, and user experience are considered simultaneously rather than in isolation.

NACS reflects an ongoing pursuit to build products that are intentional, culturally aware, and grounded in both design thinking and real-world application.



NOT A CREATIVE STUDIO (NACS)

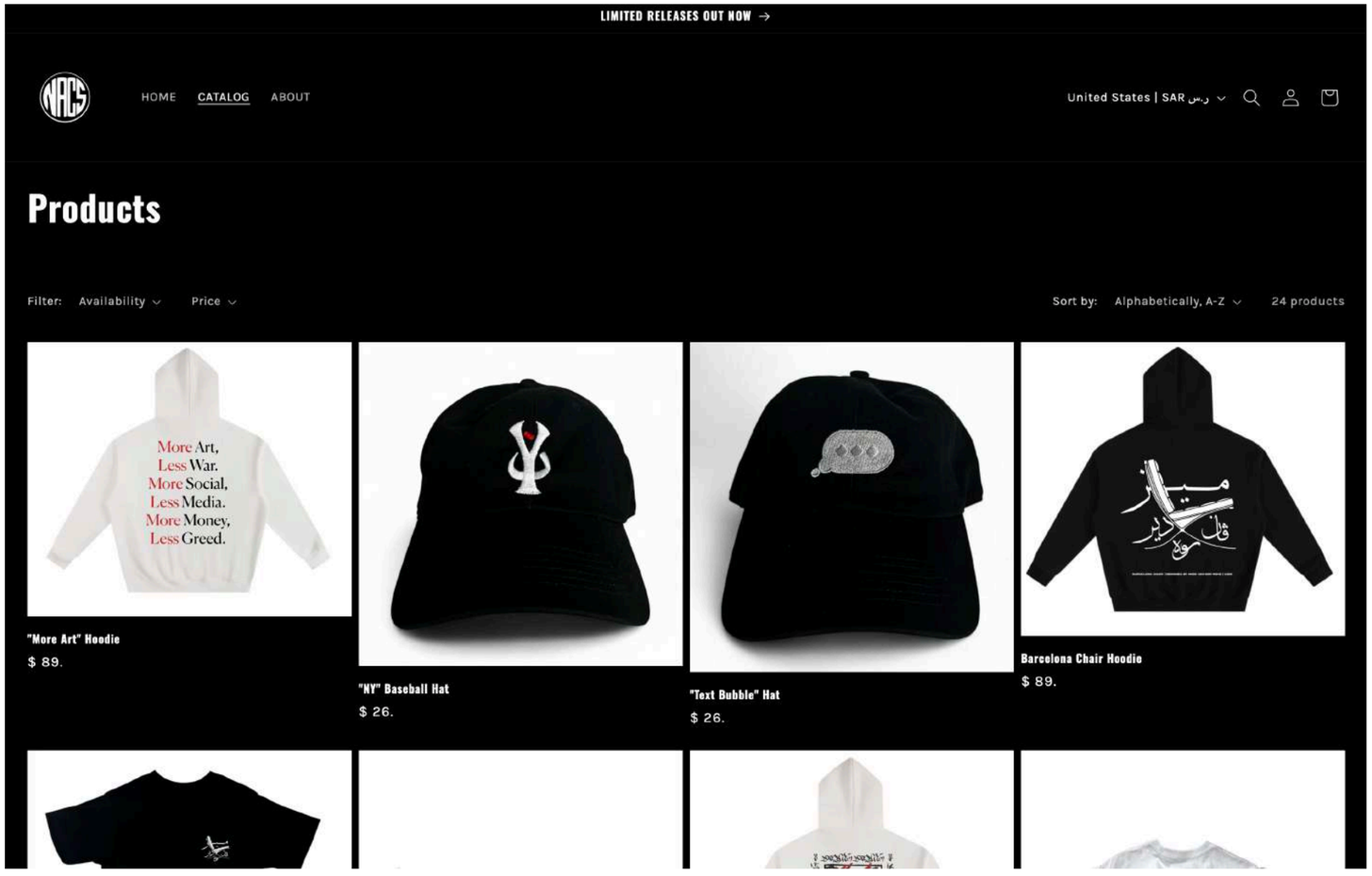
Mood board & Logo Evolution

The visual direction of NACS draws from urban environments, skate culture, and graphic compositions that emphasize contrast, movement, and attitude.
The imagery balances raw documentation with controlled framing to establish a language that feels immediate yet intentional, reflecting a sophisticated, avant-garde, and bold identity.

NOT A CREATIVE STUDIO (NACS)

Process & Product Development

I began by designing the shirts in Photoshop, printing each variation and arranging them on the wall to review and refine before moving into production. Once confident, I developed two packaging variations, an initial version for a soft launch to family and friends to generate capital, followed by a refined version for the full brand launch, then completed product photography and organized the collection on the website.



NOT A CREATIVE STUDIO (NACS)

Final Product & Lifestyle Shots

Presented through lifestyle imagery that situates the brand within real environments, capturing movement, texture, and everyday use.

The visuals emphasize identity through context, blending street culture, motion, and atmosphere to reflect how the pieces exist beyond the product itself.

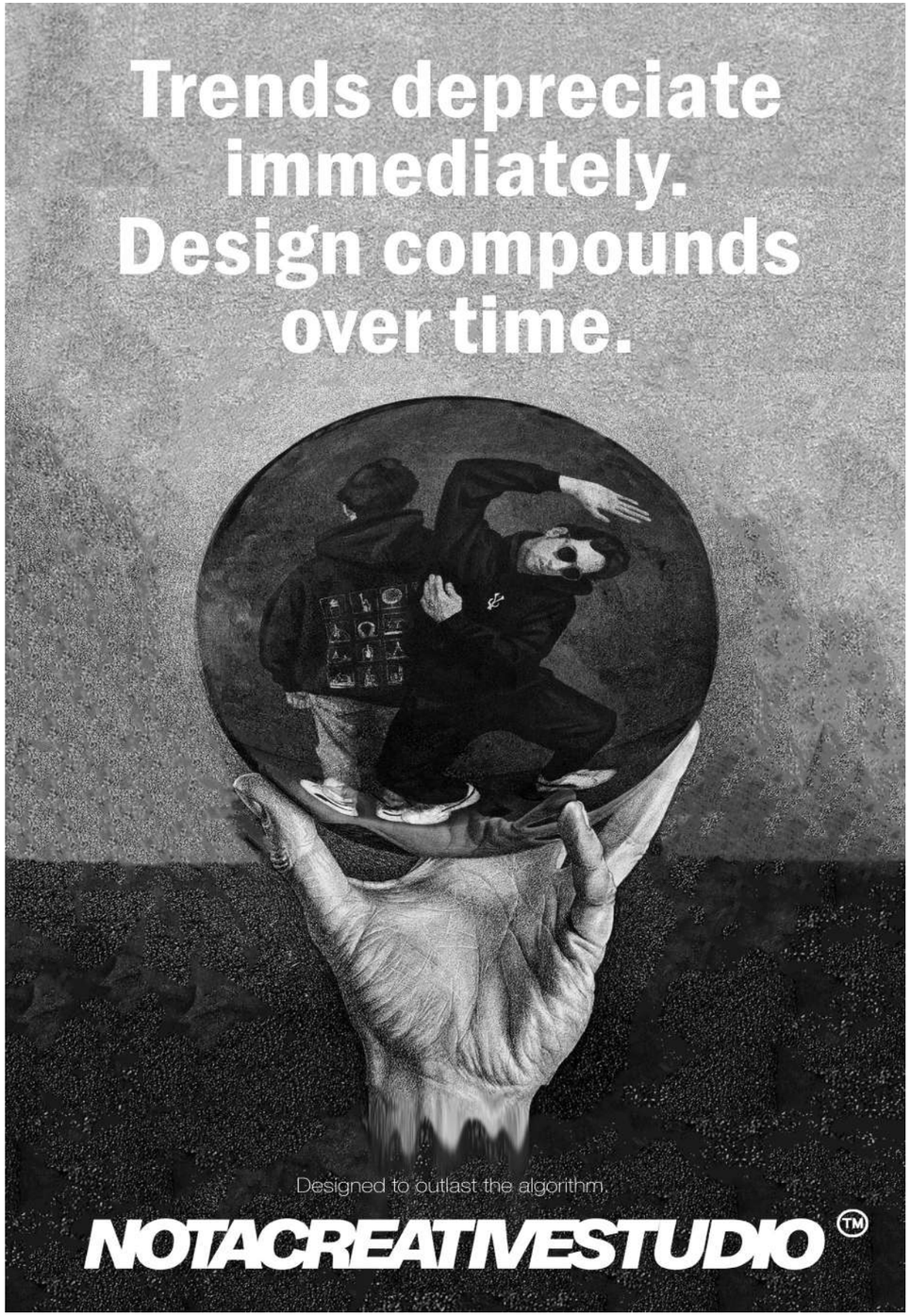
NOT A CREATIVE STUDIO (NACS)

Marketing Campaign

Designed to create presence through minimal but deliberate interventions in public space. Posters, QR codes, and symbolic visuals were placed within the city to invite interaction and curiosity rather than direct promotion. The approach focused on building intrigue and participation, allowing the audience to discover the brand organically. Each touchpoint acted as both communication and experience, reinforcing NACS as a cultural signal rather than a conventional product-driven campaign.

Snippet from teaser video released on social media channels

Fliers hung around the city



Poster mockup to promote new hoodies and NACS design philosophy.

Let's

Work.

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