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SAIF BAJNAID

Industrial Designer / Entrepreneur bringing a cross-cultural perspective to design, technology, and innovation.

Work Experience

- Feb 2026 - Present** ● **SHAFAF Inc. | Founder & Designer**
Brooklyn, New York

Established a design-tech studio working at the intersection of software, hardware, and creative direction.

 - **Product Realization (Concept to Market)**
 - **AI Systems & Full Stack Code Integration**
 - **Hardware Prototyping & Enclosure Refinement**
- May 2025 - Aug 2025** ● **Tarform Motorcycles | Intern Design Engineer**
Brooklyn, New York

Developed an AI-powered lead generation tool and conducted audience research to refine brand targeting and outreach.

 - **Research & Creative Strategy**
 - **Brand Positioning & Communication**
 - **Industrial Design & Prototyping**
- Jan 2017 - Present** ● **M3N DESIGN + ARCHITECTURE | Jr. Design Assistant**
Jeddah, Saudi Arabia

Assisting in organizing conferences, talks, and presentations to promote studio projects. Supported brand positioning strategies for architectural and design initiatives.

 - **Event Coordination**
 - **Brand Awareness**
 - **Design Thinking**
- May 2021 - Aug 2022** ● **House of CommonGrounds | Creative Lead**
Jeddah, Saudi Arabia

Founded a creative agency specializing in branding and social media management. Designed marketing campaigns that increased engagement and brand awareness.

 - **Social Media Outreach**
 - **Business Strategy**
 - **Branding**

Education

Pratt Institute 2022 - 2026

Bachelor in Industrial Design
Minor in Entrepreneurship
Presidents List

Jeddah Knowledge International School 2021

Graduated with Honors.
Appointed Student Ambassador.

Awards & Participations

- **Tavern Community NYC Founders Cohort (2026)**
- **Best Prototype for TCC hosted by NASA (2025)**
- **Entrepreneurship Mindset Business Pitch Competition (2025)**
- **IESNYC Lighting Competition (2024)**
- **LVMH (2023)**
Creation & Branding
Operations & Supply Chain
- **Saudi Youth Ambassadors Group Membership Chair (2017-2018)**

Design Tools

Adobe Creative Suite
Figma
Keyshot
Fusion 360
Shapr3D

Product & Visual Design

UI Design
Prototyping
Typography & Layout
Brand Identity Development
Visual Storytelling

AI & Technical

Prompt Development
Automation Workflows
Image & Video generation
AI Agents & LLM Tools
AI strategy & Technical Leadership

Soft Skills

Collaboration
Leadership
Organization
Presentation
Problem Solving