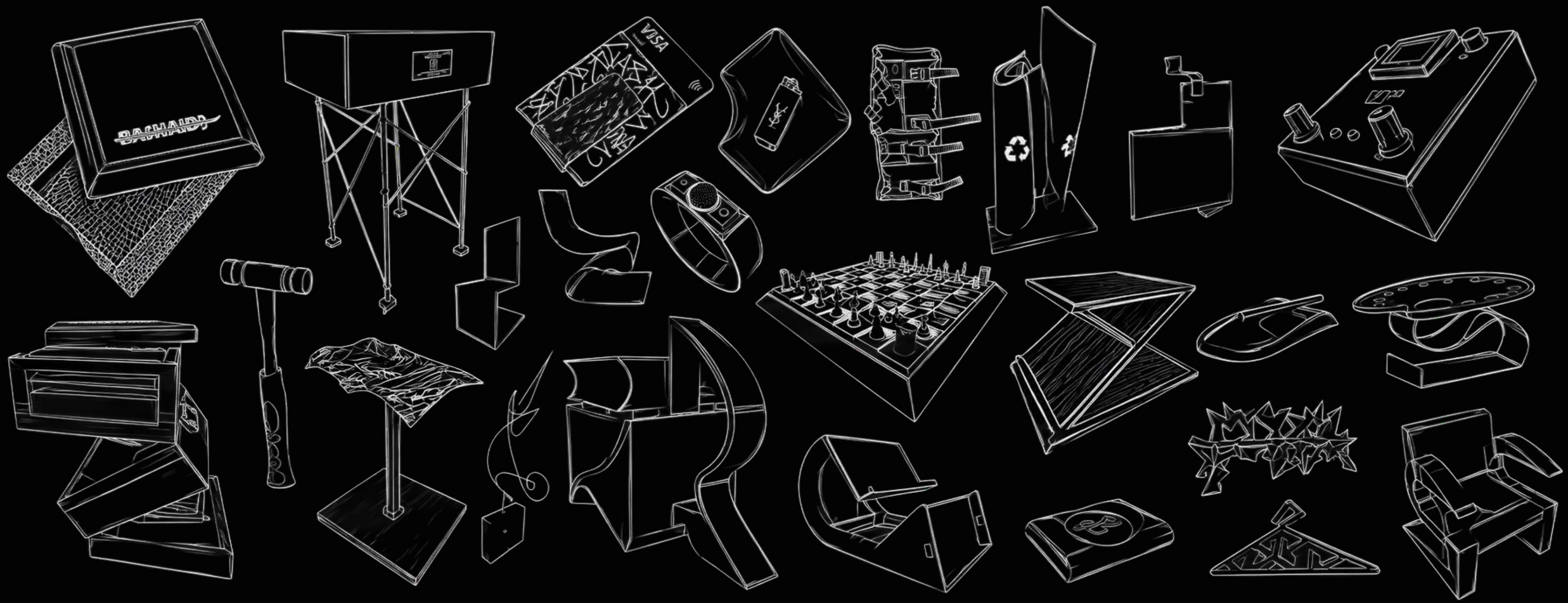
**SAIF BAJNAID || سيف باجنيد**

CREATIVE TECHNOLOGIST,
INDUSTRIAL DESIGNER &
GRAPHIC DESIGNER

# PORTFOLIO.




SELECTED WORK
MADE BETWEEN NEW YORK CITY & SAUDI ARABIA

**2026**

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# SELECTED PROJECTS


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02 THABIT — iOS PERSONAL INTELLIGENCE SYSTEM — 08—11

03 NACS — DESIGN-DRIVEN LIFESTYLE BRAND — 12—14

Résumé saif@m3nv.com +966 556 610 969

# SAIF BAJNAID

Multidisciplinary industrial designer bringing together product design and technology, focused on early-stage concept development. Eager and driven to join ambitious teams and help shape what comes next in design.

## Work Experience

**Intern Design Engineer** - Tarform Motorcycles

May 2025 - August 2025 || Internship

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

**Jr. Design Assistant** - M3N Design + Architecture

January 2017 - Present || Contract

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

- Event Coordination
- Brand Awareness
- Design Thinking

## Softwares

Fusion 360 · Solidworks · Claude Code · Codex · Rhino · XCode · Shapr3D · Keyshot · Figma · Adobe Creative Suite · Vizcom

## Awards & Participations

- **NASA TCC Wearables Competition** (2025)
  Best Prototype
- **IESNYC** (2024)
  Lighting Competition
- **LVMH** (2023)
  Creation & Branding + Operations & Supply Chain

## Education

**Pratt Institute 2022 - 2026**

Bachelor in Industrial Design
Minor in Entrepreneurship
Presidents List
**GPA : 3.29** / 4

## Hard Skills

Product strategy
UI + prototyping
AI workflows
Brand systems
Hardware prototyping

## Soft Skills

Collaboration
Leadership
Organization
Presentation
Problem Solving

# 01

# V.J.A.I

**(Visual Jockey Artificial Intelligence)**
**AI-driven hardware producing real time visuals.**

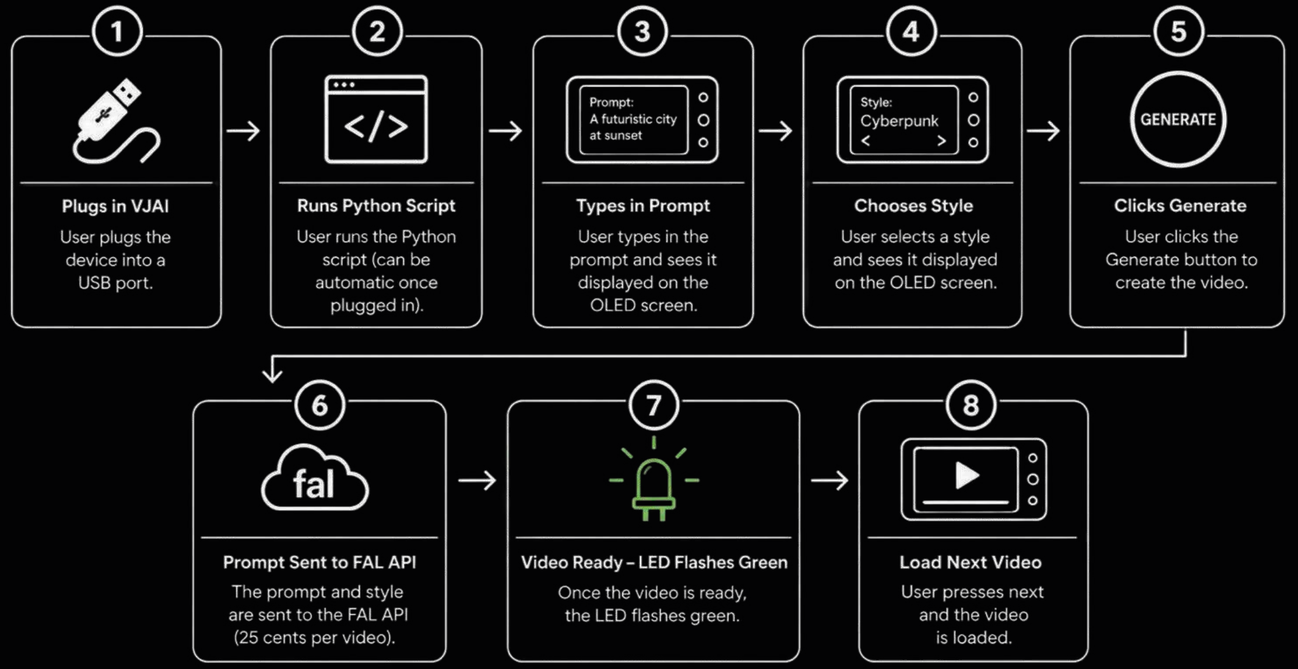
Industrial Design / Software Development / AI Video Generation

The hardware allows the user to select prompts and write a short description, which then generates stylized visuals in real time that react to the music.

V.J.A.I empowers independent DJ’s to create a more immersive set.

# Research & Planning

The problem was that independent DJs want to create immersive experiences, but immersive visuals require a steep learning curve. Instead of operating DJ and VJ tools at once, the performer should control a dedicated object with immediate feedback.




SYSTEM DIAGRAM / HARDWARE + SOFTWARE

**User Persona 1:**
**Tyler, 29, NYC**

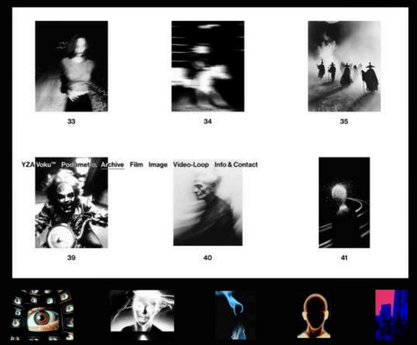
- **Wishes they had a VJ at their sets but cant afford to hire one.**
- The concept of AI generated visuals that react to the tracks seems intriguing and would love to test it out.
- They would use the proposed tool if it did not require a software learning curve and would not mess up their set.
- Would primarily use the tool at small sets first instead of gigs

**User Persona 2:**
**Fele, 24, Saudi Arabia**

- **Wants visuals within their set without having to use a VJ software.**
- Seemed skeptical about Real-time AI generated videos that react to music due to latency issues
- Would use the tool if made and would ideally love to have a projection system within the tool itself instead of having to hook it up to an existing projector.
- Would use the tool if it was a Plug and play type of solution.

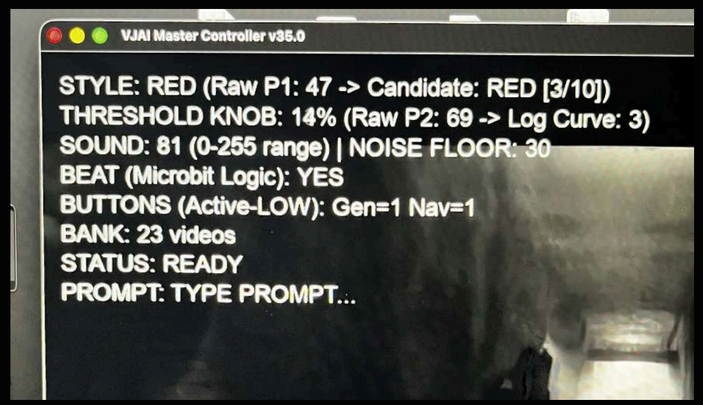
01 / User Personas

**Inspiration of video styles**




**Actual style developed**

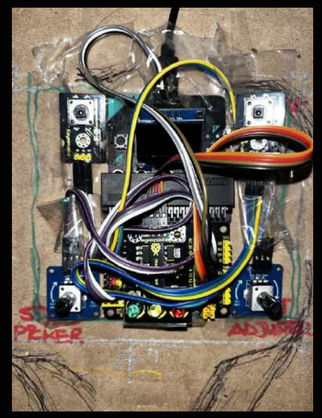
02 / Visual planning & output



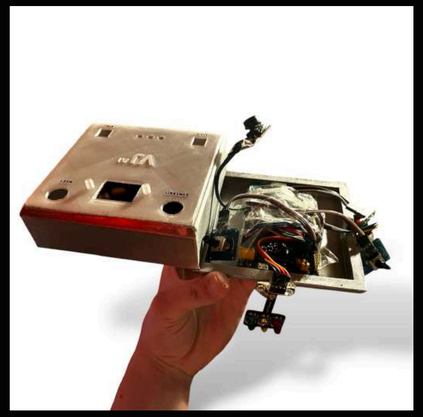

03 / Validating functionality & troubleshooting

# Build, test, refine.

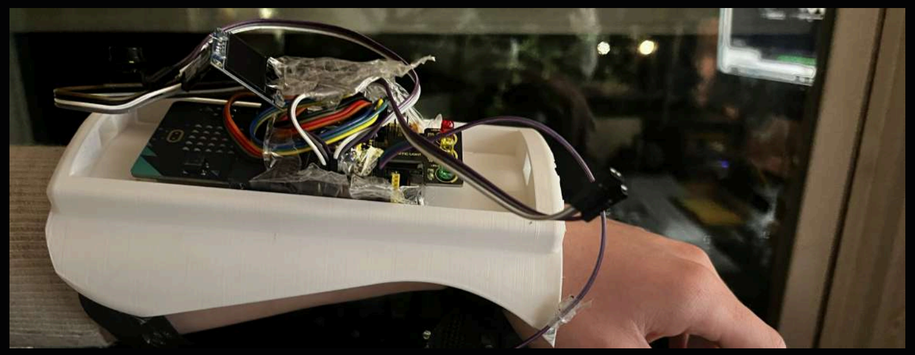
The enclosure evolved through rapid physical prototyping: balancing tactile control, electronics packaging, heat, mounting, and the realities of live performance.



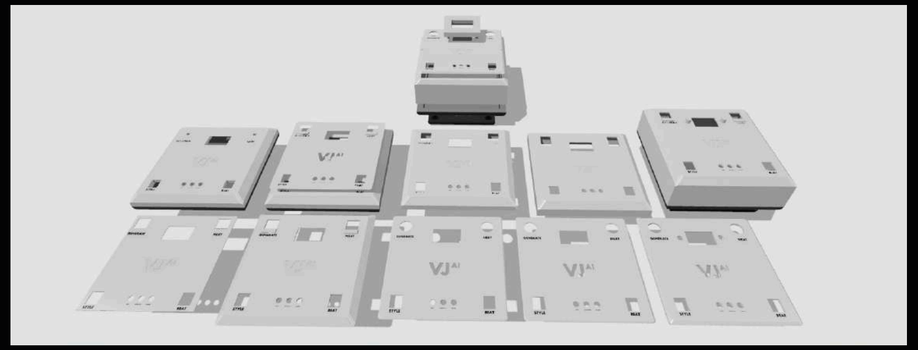
INITIAL TECH LAYOUT



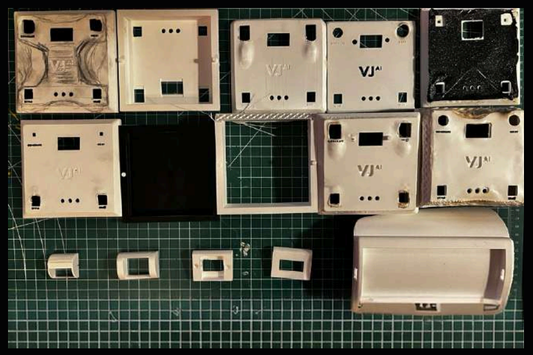
FITTING THINGS IN THE SHELL



EXPLORING DIFFERENT FORMS



CAD ITERATIONS



3D PRINTING

# A frictionless & immersive experience.

**FINAL PRODUCT**

Four buttons, a traffic light module to show status and an OLED screen to show what you're typing. Designed a clamp so it can hover over the DJ booth and finished in aluminum paint to feel premium.

## Prompts: (4 styles)

**NOIR:** (Typed prompt here) Extreme high contrast black and white, 35mm film pushed to ISO 3200, deep chiaroscuro with harsh backlight, heavy grain and film texture, slow creeping handheld camera, paranoid oppressive mood, explosive kinetic energy, camera always in motion, fast movement, staccato visual rhythm, never a static frame, seamlessly looping

**RED:** (Typed prompt here) Lit by a single deep crimson practical light source against near-total darkness, blood red illumination with pitch black shadow falloff, extreme chiaroscuro, 35mm grain, slow hypnotic camera drift

**BLUE:** (Typed prompt here) Shot in deep cobalt blue sodium light, cold desaturated 3am color temperature, raw documentary handheld camera movement, pushed film grain, silent and isolating mood

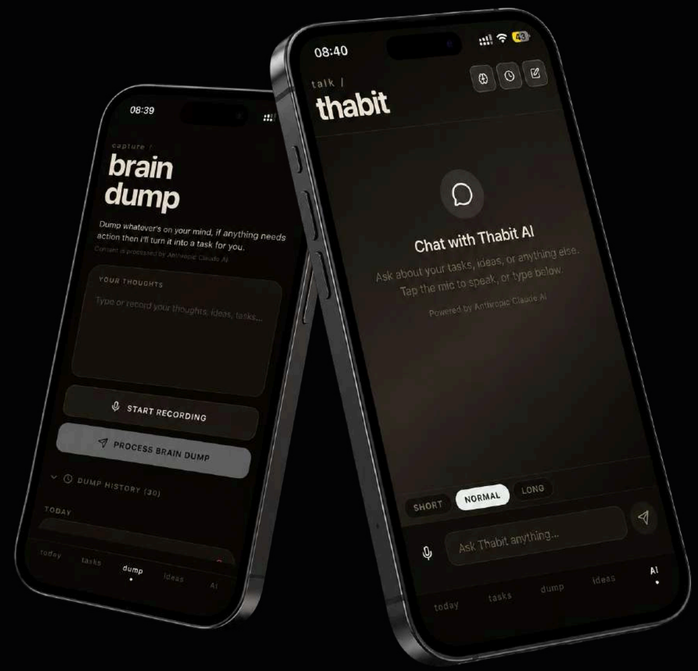
**GLITCH:** (Typed prompt here) Stroboscopic multiple exposure technique, overlapping ghost frames and temporal fragmentation, film burn and damage artifacts, violent strobe timing, experimental underground film aesthetic, disorienting push-pull camera, heavy grain

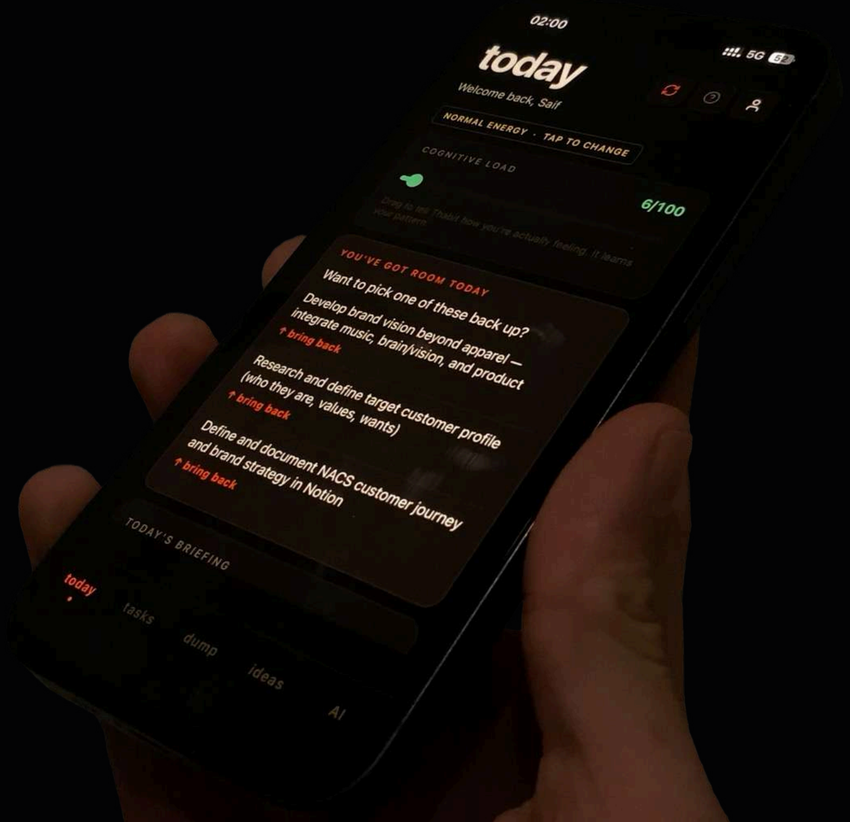
# 02

# THABIT

**A voice-first operating system for catching thoughts, ideas and organizing your day.**

UI/UX Design / iOS Development / Brand Identity



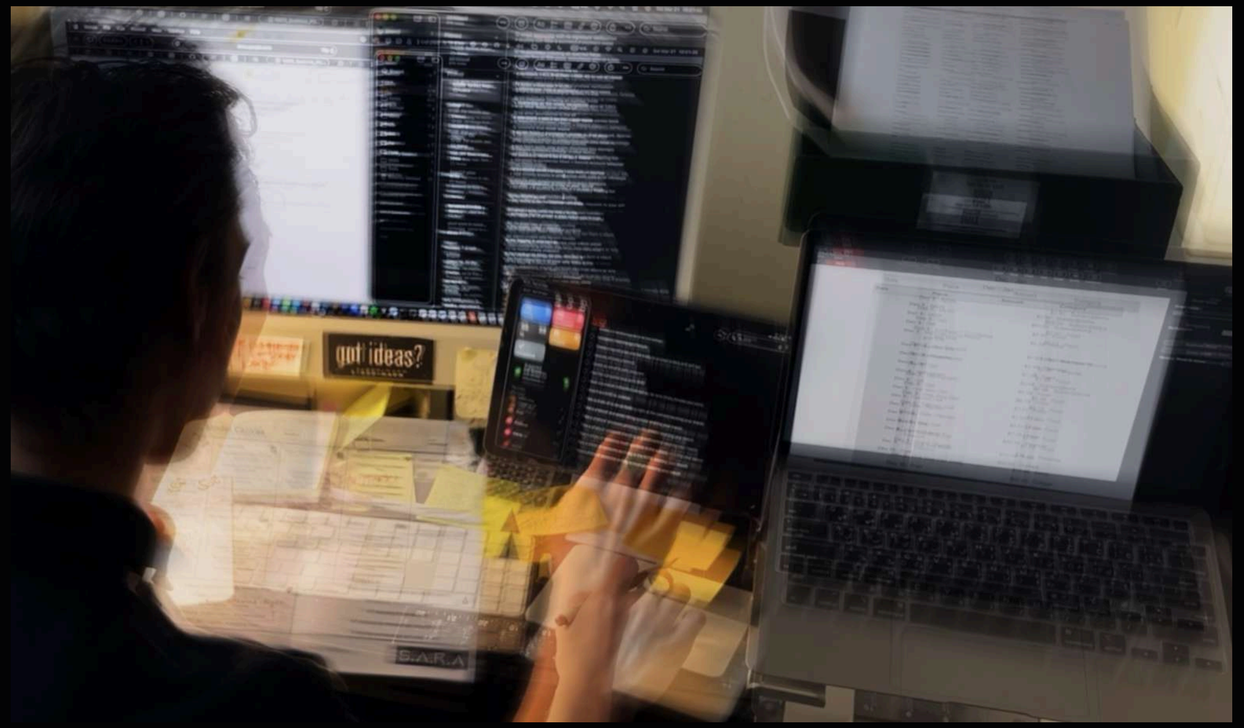




THABIT lets you speak whatever's in your head and turns it into structured ideas, tasks, and decisions without the friction that kills most productivity apps.

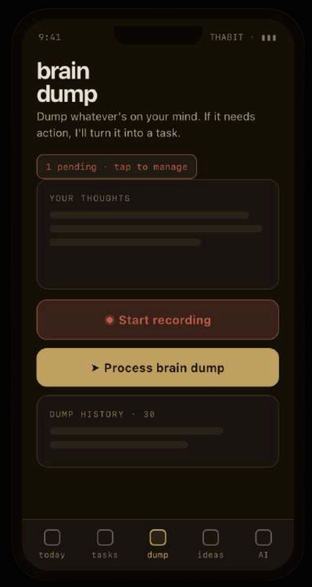
Around that core capture loop sits an AI companion that ensures you stay on track.

# Project Scope & User flow

The project focused on **solving constant context switching between apps** to organize your thoughts and day to day life. The most important aspects to figure out how to systemize were: Your ideas, your finances, and a place to plan your day in one place.




Live click-through. Each screen is the wireframe.




**Try it**

- Tap the **tab bar** to move between the five surfaces.
- On **Dump**, hit **Process brain dump** — watch the core loop create tasks and jump you to Tasks.
- On **Today**, drag the **cognitive-load** track; the readout follows.
- Jump to the flow-only screens (auth, onboarding, paywall) below.

JUMP TO ANY SCREEN

Sign-in · AI consent · Onboarding · Today · Tasks · Dump · Sync queue · Ideas · AI chat · Paywall

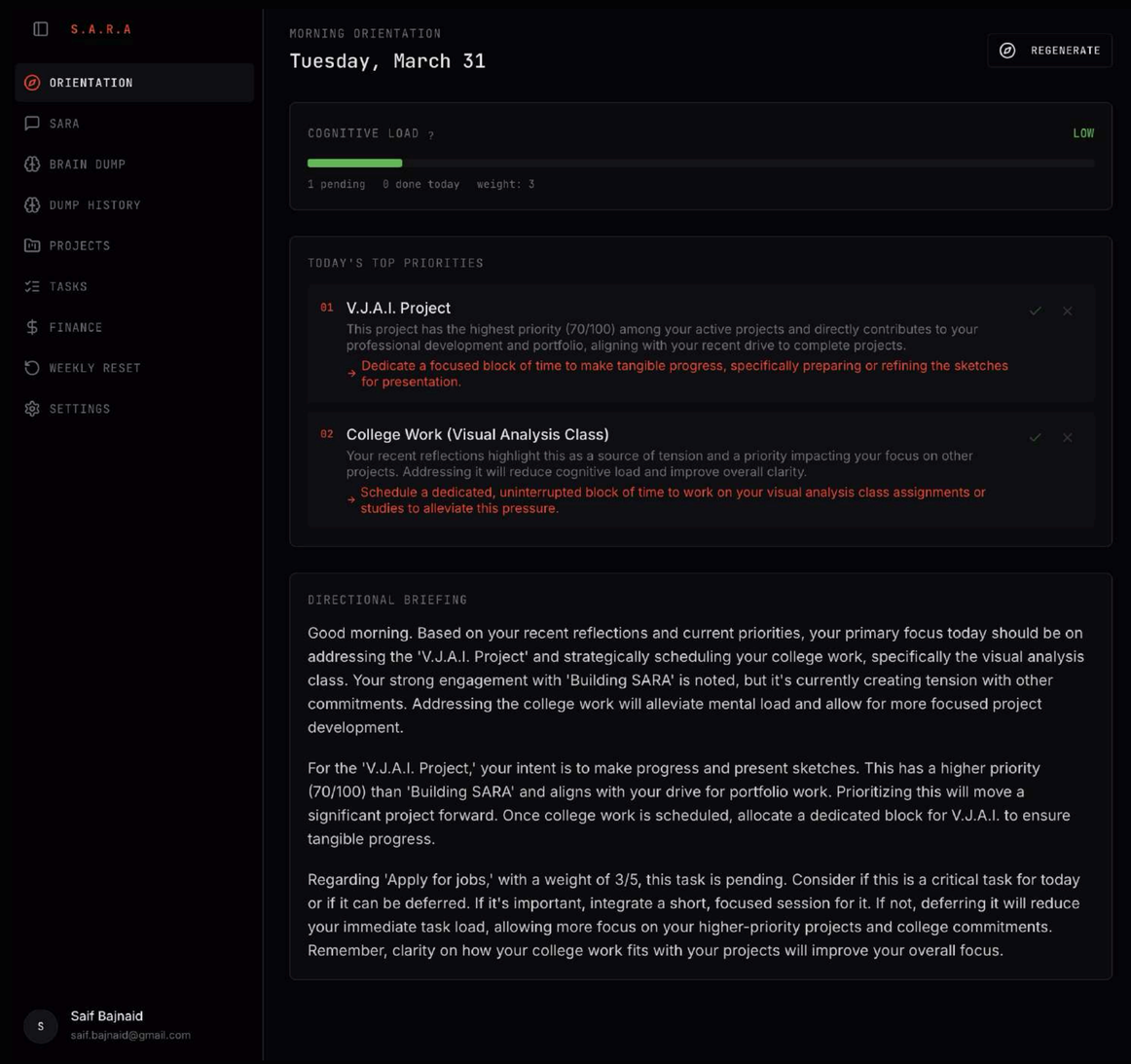
WIREFRAME NOTES

1. **Dump is the front door.** Voice-first, with text as equal fallback. One primary action — Process — everything else is secondary.
2. **Load meter is a control, not a readout.** It's draggable because the drag is the training signal that teaches it your pattern.
3. **The pending chip is tappable.** Born from the retry-loop bug — users can now inspect, retry, or clear the offline queue instead of reinstalling.
4. **Consent gates AI, once.** Compliance without nagging — declining routes to an enable-screen rather than blocking the app.

# Pivots & learning curves.

The project started off as S.A.R.A (Smart Augmented Reality Assistant) and an MVP was developed.

However, to onboard users quicker and validate the idea, an iOS app was developed under the name of THABIT, which mean “Steady” in Arabic as the aim of the software is to keep the user steady.

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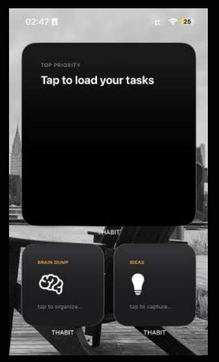
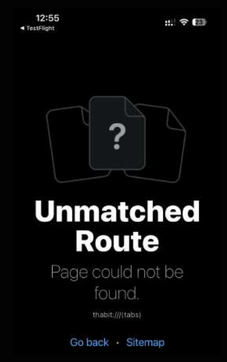
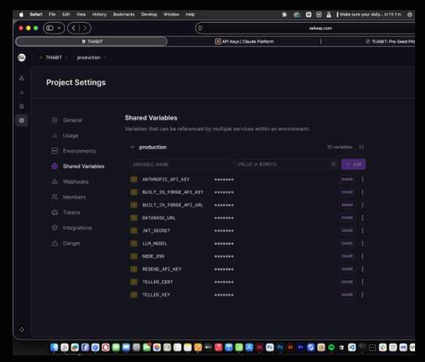


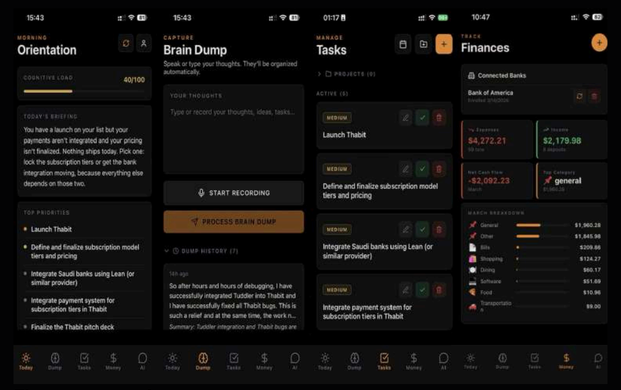

Adding widgets



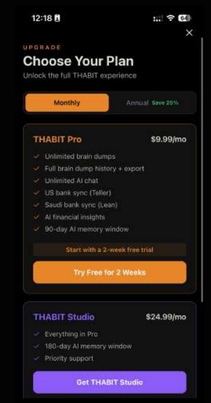

Bugs to be fixed



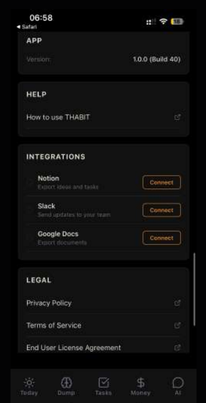

Database




First app overview




Paywall



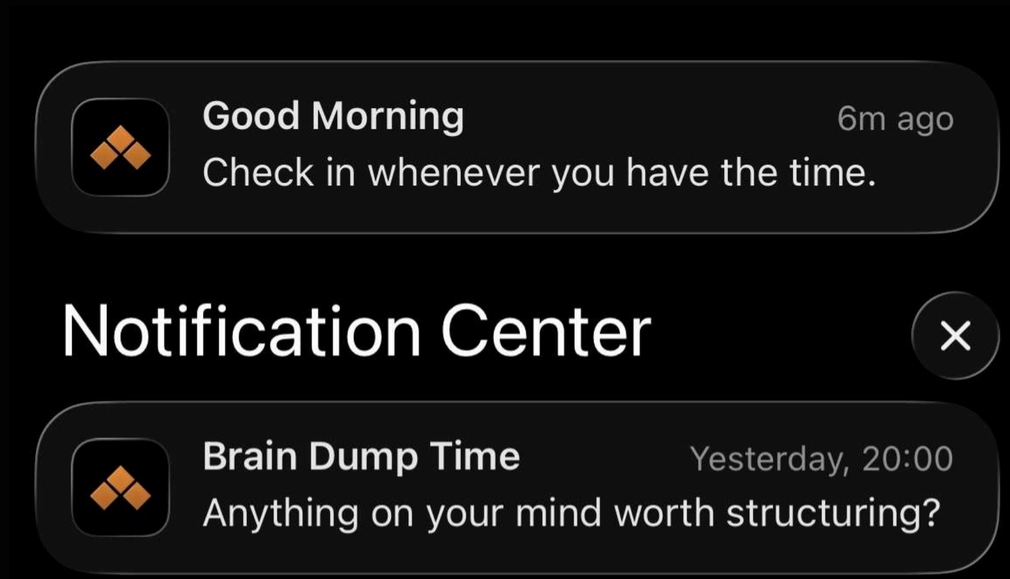

API connections

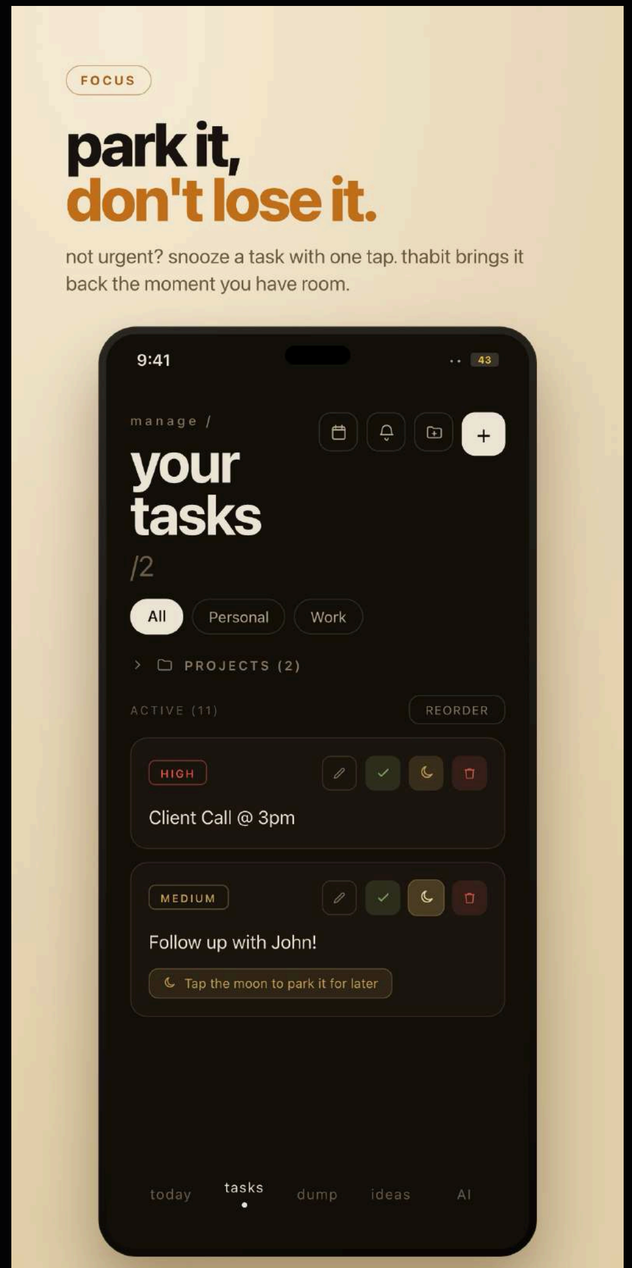
Lock Screen Widgets

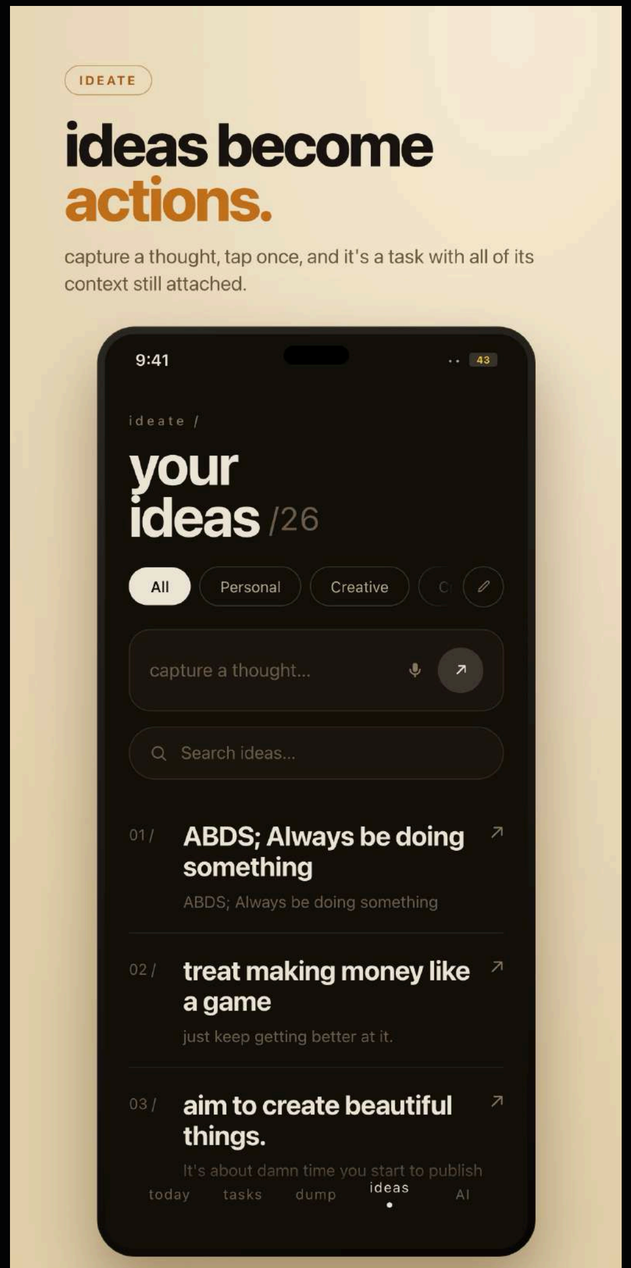
# 125 Builds later, THABIT is live on the App Store!

**Lessons learned & Outcomes**

The original plan was to include finances but user feedback showed that everyone has their own way to track it so reinventing the wheel was not necessary and the decision was to double down on idea capture and a system to keep your days on track.



# 03

# NACS

## NOT A CREATIVE STUDIO

**Brand Strategy / Creative Direction / Graphic Design**

NACS is a design-driven platform built between Jeddah and New York.

It treats identity, clothing and objects as one connected cultural system by bridging the gap between graphic and industrial design.

# Identity is the product.

To bridge two worlds, an emblem was created and therefore branding became an important aspect of the project. The visual language pulls from urban environments, skate culture and continuous movement. This became an experiment in designing the feeling and portraying a lifestyle through designed objects.

A personal way to mark a presence using a regular bandage with SB initials.

NOTACREATIVEBURNOUT™

The name is due to triumph over creative burnout, literally stating that I am NOT creatively burnt out anymore.

NOTACREATIVESTUDIO™

Transitioned into NOT A CREATIVE STUDIO (NACS) to make it more inclusive to others who resonate with the message.

1909-1912 New York Yankees Logo

The equivalent of the letter "N" in the Arabic language pronounced as "Noon"

Combining both into one emblem and naming it "NOON (Y)"

The decision to make the dot red was to amplify contrast, communicate passion, & retain identity.

COLOR

| Night | Paper | Oxide | Ash | Mist |
|---|---|---|---|---|
| #090909 | #F2EEE6 | #B33A32 | #C8C0B6 | #E6E0D7 |

TYPE

**Dongpora Demo**

For impact headlines, slogans, covers, and poster moments.

**FRANKLIN GOTHIC CONDENSED**

For captions, metadata, product copy, rules, and structure.

**NACS**
Avatar, favicon, hats, embroidery, and compact recognition.

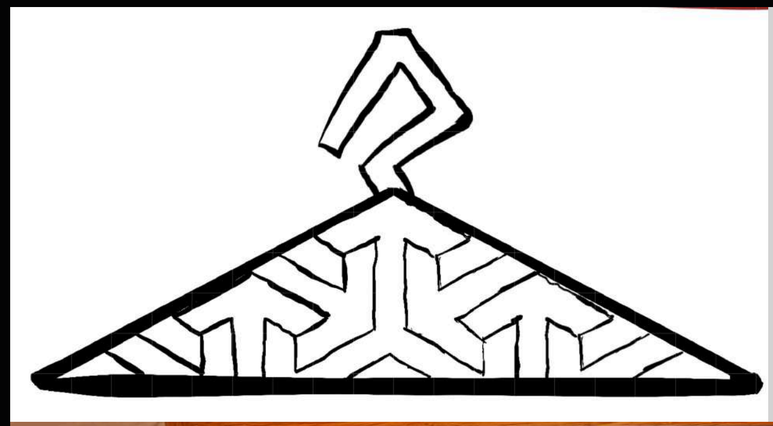
**Wordmark**
Use for covers, headers, packaging, and wide name clarity.

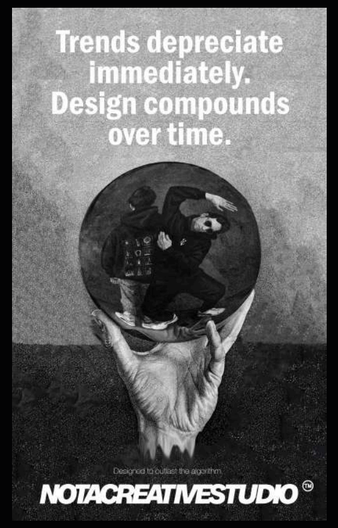
**NOON (Y)**
A selective cultural mark for capsules, hats, and support graphics.

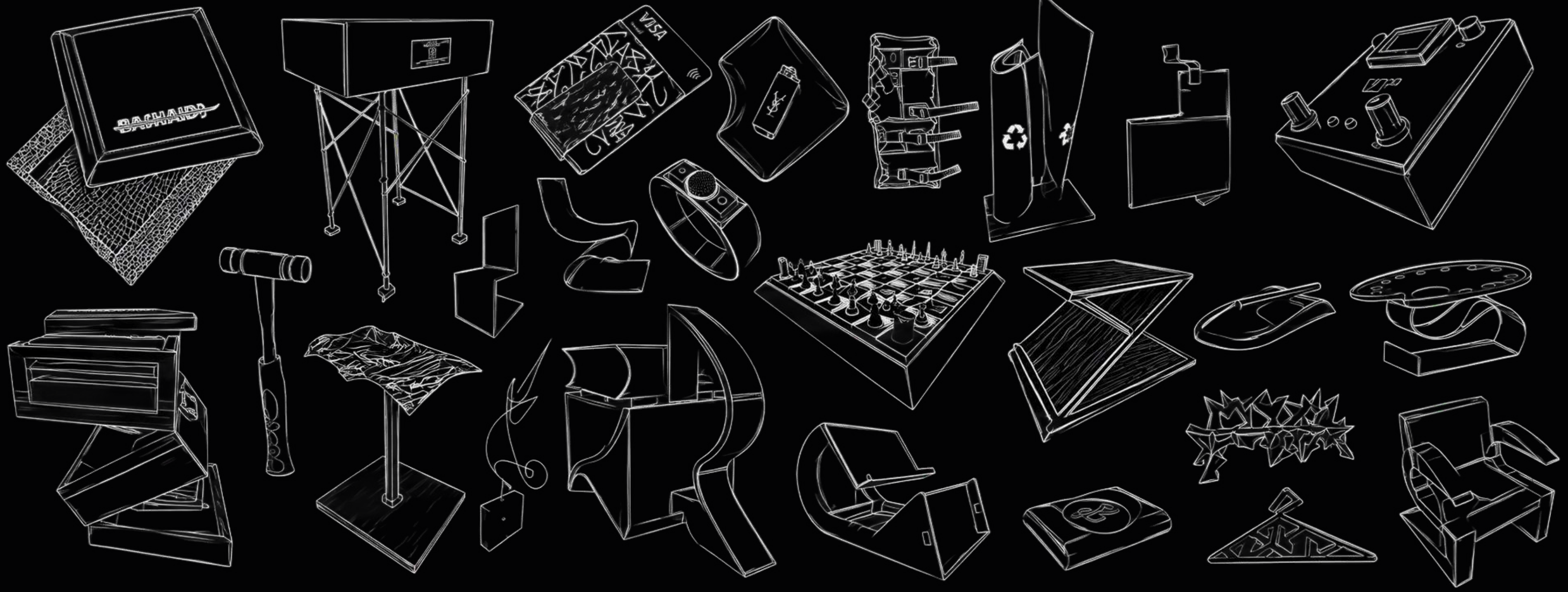
# Passions into a brand system.

By combining industrial design and graphic design, the system began to expand across apparel, packaging, digital products, and marketing campaigns.

Each application carries an immense amount of intertextuality and stories attached to them; Maintaining the same attitude while adapting to its context.





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