

PROFILE

Product Designer with 7+ years of experience across B2B SaaS, B2C mobile products, responsive websites, and e-commerce. Work covers product definition, UX audits, user flows, design systems, prototypes, developer handoff, and UI QA. Experienced in managing designers and developers and using Codex and Claude to turn Figma designs into working product builds and review frontend details.

CORE EXPERTISE

Product strategy · UX audits · SaaS, mobile, and web product design · Design systems · RTL and LTR · Design handoff

EXPERIENCE

Independent Product Designer & Builder

Self-employed · Remote

Jul 2026 to Present

Lead product design and UX audits for SaaS and mobile founders. Reviewed two confidential products and turned user behavior findings into prioritized recommendations.

- Manor. Founded and built a voice-first expense tracker. Own product strategy, UX/UI, brand, copy, testing, and release approval. Use feedback from 20 Android testers and PostHog data to find product issues, including duplicate transaction processing. Review and correct parts of the mobile and landing-page frontend with Codex and Claude.
- Designed Madrasa, an Arabic and English learning MVP for ages 5 to 18. Adapted navigation, forms, typography, and spacing for RTL and LTR on iOS and Android.

Product Designer

Kiamtech · Full-time · On-site

Jan 2024 to Jun 2026

Designed client SaaS, mobile, and web products. During the second half of the role, managed three developers. Set backlog priorities with the CEO, planned sprints, wrote Jira tickets, assigned work, and reviewed delivery.

- G rerMonPermis. Helped cut the design and development cycle from about three months for V1 to three weeks for V2 with the same two-person team. The released product reports 5,000+ downloads and 1,500+ subscriptions.
- Worked as the sole designer with one developer. Built a 24-component mobile design system with variants, light and dark tokens, documentation, Figma Code Connect, and implementation review for iOS and Android.
- FlemApp. Designed a home services marketplace for iOS, Android, admin, and responsive web in four languages. Built the product design system on shadcn/ui, documented 208 mobile states and 85 admin, authentication, and email states, and handed the accepted designs to two developers.
- ManagerApp. Designed the product architecture, seven-role permission model, dashboards, and hotel workforce workflows. Turned the founder's methodology into UX/UI and handed the approved designs to developers.
- Cut delivery time by about half by building reusable design systems for about five showcase websites and two e-commerce sites. Standardized layouts, components, responsive behavior, content sections, tokens, and handoff.

EXPERIENCE

Freelance Product Designer

Self-employed · Remote

Aug 2023 to Dec 2023

Designed mobile and web products for independent clients between full-time roles. Work included user flows, prototypes, responsive UI, and developer handoff.

UI/UX Designer, later Design Lead

Zum Web · Full-time · On-site

Mar 2021 to Aug 2023

Managed three direct reports during the final part of the role: one brand and UI designer and two 3D designers. Assigned work, reviewed and approved designs, and presented the team's work to the CEO and clients.

- Interviewed and onboarded one 3D designer. Set priorities and deadlines, consolidated stakeholder feedback, and guided revisions before approval.
- Designed B2B and B2C e-commerce and marketing websites. Work included wireframes, UI, design systems, prototypes, and developer handoff. Worked directly with clients and developers.
- Selected e-commerce work includes WomanCare Cup and Keramikreibe. Both live websites retain parts of the original responsive design.

Freelance Product Designer

Self-employed · Remote

Jan 2019 to Mar 2021

Designed mobile, web, and e-commerce products for about eight clients across five countries. Worked directly with clients and developers on user flows, responsive UI, prototypes, and handoff.

SKILLS AND METHODS

Product and UX: Product strategy and definition, UX audits, information architecture, user flows, journey mapping, wireframing, prototypes, user testing, responsive UX, RTL and LTR localization

Systems and delivery: Design systems, component libraries, design tokens, Figma Code Connect, developer handoff, UI QA, agile delivery, Jira, sprint planning

Interfaces and platforms: B2B SaaS, B2C mobile, dashboards and admin panels, role and permission systems, landing pages, e-commerce, iOS, Android, web

Frontend implementation: Component-based interfaces, Tailwind CSS, shadcn/ui, HeroUI, Material UI and Material Design, Apple Human Interface Guidelines, React, React Native, and Expo

AI-assisted workflow: Codex and Claude for design to interface work, product prototypes, implementation review, and frontend corrections

EDUCATION

Specialized Technician Diploma in Business Management · OFPPT · Sep 2018 to Jun 2020

Technician Diploma in Business Accounting · OFPPT · Sep 2016 to Jul 2018

CERTIFICATIONS

UX Research: Journey Mapping · LinkedIn · Jul 2023

Foundations of User Experience (UX) Design · Google · Mar 2021

LANGUAGES

Arabic: Native · English: Professional working proficiency · French: Professional working proficiency