

PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years leading end-to-end design for complex enterprise, B2B, and B2C SaaS products. Skilled in data-rich workflows, dashboards, Figma, design systems, and WCAG 2.1 AA accessibility, with a proven record of translating user and business needs into measurable commercial and operational outcomes across enterprise portals, web and mobile products, and AI-powered customer experiences.

EXPERIENCE

Tawuniya | Sr. Product Designer - UI/UX Squad Lead (Insurance - B2B & B2C)

KSA, Remote (Feb 2025 - Present)

- Lead and mentor a team of **4 product designers**, owning product design strategy and vision from planning through execution for the Health Insurance line of business, spanning B2B and B2C SaaS products, in close cross-functional collaboration with product managers, engineers, and researchers.
- Designed and shipped an end-to-end conversational AI experience bridging national health records (NPHIES) with personalized health engagement in **7 weeks**, enhancing customer experience - reducing support calls by **30%**, increasing engagement by **55%**, and unlocking new monetization.
- Led end-to-end UI/UX design for MoFA's internal B2B admin portal and mobile app, empowering **80,000+ employees** and cutting manual processing time by **82%**.
- Facilitate design thinking workshops and apply strong stakeholder management with cross-functional partners across product and engineering, driving team development and mentorship, and reinforcing design system consistency as part of ongoing design ops and team-health initiatives.

Mazeed | Senior Product Designer (Fintech SaaS - B2B)

UAE, Hybrid (Mar 2024 - Feb 2025)

- Directed the full 0-to-1 design lifecycle for a B2B financial-documents feature, reducing process time by **50%** and cutting operational costs by **\$3,500/month**.
- Partnered with product managers and engineers to redesign the Mazeed platform end to end, driving product innovation and lifting conversion rate by **20%**.
- Built and scaled an end-to-end design system and design tokens, ensuring consistency, scalability, and accessibility (WCAG 2.1 AA) across **4 financial bookkeeping products**, an internal accounting system for Mazeed clients, end-users mobile and web applications, and an employees back-office portal.

Contact | Sr. Product Designer (Fintech B2C Consumer)

Egypt, Hybrid (Sep 2023 - Feb 2024)

- Led the UX/UI redesign of Contact Financial’s landing page, resulting in a **5% uplift** in conversion.

Awaed | Sr. Product Designer (Fintech - B2C Consumer & B2B SaaS)

KSA, Hybrid (Aug 2021 - Aug 2023)

- Redesigned a stock-trading platform's end-to-end UI/UX in **3 months**, driving **\$533M+** in Q4 transactions and a Nasdaq partnership agreement.
- Designed an end-to-end B2B SaaS solution enabling wealth and fund management firms to manage portfolios and client operations, contributing to **20% company growth**.

Tegarti | UX Designer (POS Merchant SaaS - B2B & B2C)

Egypt, Hybrid (Feb 2020 - Aug 2021)

- Designed and optimized POS, inventory, and payroll management systems through user research, prototyping, and usability and user testing in cross-functional collaboration with product and engineering teams.

LINKS

- [Portfolio](#)[LinkedIn](#)
- [Dribbble](#)[YouTube \(UI/UX Education\)](#)

STRATEGY & PROCESS

- Design Strategy & Roadmap Prioritization
- 0-To-1 Product Design
- B2B & B2C Design Leadership
- Design Thinking & Workshop Facilitation
- Design Sprints
- Stakeholder Management
- Cross-Functional Collaboration

TOP SKILLS

- UI & Visual Design
- UX Research Tools & User Research
- Customer Experience (CX) Design
- Journey Mapping & Storyboards
- Competitive Analysis & Wireframing
- Information Architecture
- Design Tokens & Design Systems
- User Research & Usability Testing
- Quantitative & Qualitative Data Synthesis & Analytics
- Dashboards & data-rich interfaces
- Heuristic reviews & Prototype Testing

CRAFT & TOOLS

- High-Fidelity Prototyping
- Figma (MCP & Dev Mode & Motion)
- Sketch & Framer
- Adobe Creative Suite

QUALITY & DELIVERY

- Accessibility (WCAG 2.1 AA)
- Responsive Design (Web, iOS, Android)
- Design Ops & Agile Workflow
- Team Leadership & Mentorship

AI-AUGMENTED DESIGN

- Claude
- Cursor
- Midjourney
- Google Antigravity & Gemini ai
- Conversational AI & LLM

EDUCATION

ITI - Information Technology Institute | (Diploma, UI/UX Design Track)

Egypt, Aswan Branch (Aug 2021 - Dec 2021)

CHI Academy | (Bachelor - Tourism Guidance, English & Italian)

Egypt, Cairo (2015 - 2019)

SELECTED WORK & CASE STUDIES

- Wellthi **(Backed by Mastercard)** - AI Magic Layers: Smart Micro-Goals, Senior Product Design Challenge | [View](#)
- Tawuniya - My UI/UX Design Journey in Health Insurance | [View](#)
- Tawuniya - Idea Bank: Internal Portal End-to-End Design | [View](#)
- Awaed - Redesigning Mobile Stock Trading & Wallet | [View](#)
- Mazeed - Revamping the Uploading Financial Documents (B2B SaaS) | [View](#)
- Mazeed - Built End-to-End Design System | [View](#)
- Mazeed - Enhancing the UI/UX Design of the Mazeed Website | [View](#)

ACHIEVEMENTS & MENTORSHIP

- UX Design Awards – Autumn 2026 Nominee: Contributed to the design of Tawuniya Super App V4.0, | [View](#)
nominated in the Product category by the International **Design Center Berlin (IDZ)**
- Awarded "Hero of the Month" (2025), Tawuniya, for outstanding work and dedication | [View Award](#)
- Recognized for outstanding UI/UX design work on the Stock product, Awaed Financial Services | [View Award](#)
- UI/UX Mentorship Volunteer, ITI Cairo (Dec 2024 – Nov 2025) - mentored 80+ students through UI/UX courses.

PROGRAMING SKILLS

HTML & CSS
React JS (Basic)

LANGUAGES

Arabic (Native)
English (Advanced)
German (Basic)
Italian (Basic)