

Lead Product Designer 📍 Abu Dhabi 📞 971561861243

## Summary

Creative and results-driven Product Designer with 7+ years of experience shaping intuitive, high-impact experiences across AI, SaaS, fintech, identity-tech, and healthcare platforms. Expert at driving end-to-end design—from user research through visual design and prototyping—while collaborating seamlessly with cross-functional teams to launch products that delight users and support business growth. Proven track record helping early-stage startups scale, secure funding, and deliver measurable results.

## Experiences

### Lead Product Designer —CNTXT (Contract)

[↗ See Work](#) Oct 2025 - ongoing

Projects: [SuperChat](#) [Voice AI](#) [CNTXT Website](#)

- Led product design for SuperChat.ai, a conversational AI platform designing voice-first interaction patterns, multi-turn dialogue flows, and real-time transcription interfaces that **reduced agent handle time by 35%**.
- Shaped the Voice AI product end-to-end, from discovery research to high-fidelity prototypes, establishing the design language for voice-driven user experiences **across 3 product surfaces**.
- Collaborated with ML engineers to design intuitive **interfaces for complex AI outputs**, making voice analytics, sentiment detection, and call insights accessible to non-technical users.
- Built and maintained a scalable component library for the AI product suite, ensuring consistency across voice, chat, and analytics surfaces, **cutting design-to-dev handoff time by 40%**.

### Lead Product Designer —CredibleX

[↗ See Work](#) April 2024 - ongoing

Projects: [Loan Management Admin Portal](#) [Credit Mission Control Web App](#) [Website](#)

- Led end-to-end design for core borrower and lender experiences, producing wireframes, interactive prototypes, and high-fidelity UI assets—**contributing to a 17% increase** in user engagement across the platform.
- Collaborated with product and engineering teams to **design AI-enabled credit assessment features**, ensuring explainability and trust in automated decisions—laid the UX foundation for smart loan matching and fraud detection modules
- Oversaw the design lifecycle for new credit and lending features, from ideation to final implementation—collaborated with developers to ensure **100% design-to-dev accuracy** and timely delivery.
- Standardized platform visuals and UX patterns by enforcing brand-consistent design systems, increasing design efficiency and reducing **UI inconsistencies by over 40%**.
- Partnered with product managers to conduct usability tests and user feedback sessions, leading to the optimization of the loan application process and a **12% increase in completion rates**.
- Introduced scalable design documentation and component libraries in Figma, **cutting onboarding time for new designers by 50%**.

### Senior Product Designer — Voltro by Falkenherz

[↗ See Work](#) Mar 2022 - Apr 2024

Projects: [TMC \(Abu Dhabi Gov\)](#) [QATAR MM](#) [FAMS](#) [Jetclass](#) [Originals4fan](#)

- Designed TMC Trucking SaaS platform from the ground up, covering user flows, personas, wireframes, and usability testing—resulting in a **40% reduction in operational bottlenecks** across logistics teams.
- Led UX strategy for Tadweer, a BI platform handling complex data—enabled leadership to make faster decisions and reduced data risk exposure by **28% through structured data visibility**
- Conducted over **25 user interviews**, UAT cycles, and AOI tests, directly influencing feature prioritization and increasing **customer satisfaction by 18%**.
- Built validated prototypes for early-stage products like JetClass and Famz, helping teams secure stakeholder buy-in and save **~20% development rework**
- Collaborated with developers to break complex features into shippable increments, **resulting in 15% faster sprint velocity** and improved design-dev alignment.

## Product Designer — Logicon

[↪ See Work](#) Mar 2021–Mar 2022

Projects: [Onyx NFT](#) [AxeHedge](#) [Stage.io](#) [Ecseba Ecommerce](#) [Party Starter](#) [Legacy Suit](#)

- Designed the **OnyxNFT marketplace** builder tool from scratch—developed flows for minting, storefront creation, smart contract integration, and asset trading.
- Supported company's **fundraising efforts** by delivering a polished MVP, helping close initial investor rounds.
- Improved **user acquisition by 22.1%** through continuous iteration, A/B testing, and UX enhancements.
- Architected scalable information structures for complex fintech tools like AxeHedge and marketplace experiences like Stage, **reducing feature abandonment by over 25%**.
- Delivered custom UX solutions for external client projects including **Escaba and LegacySuit**, helping extend product value into legal and B2C verticals.

## Senior Product Designer (Contractor) — TranxPay (Fintech)

[↪ See Work](#) Feb 2022–Apr 2023

Projects: [Wallets](#) [Fund Transfer](#) [Fintech Ecosystem](#) [Cheque Draft](#) [Payment links](#) [Card issuing](#)

- Designed an AI-powered neo banking app with KYC, financial insights, and QR payments, improving user onboarding by 40%.
- Built core fintech flows: Cash in/out, Bill pay, Bill Split, QR payments, Card issuing and freezing, savings and financial literacy tools.
- Ran comprehensive user research and usability tests for a frictionless, data-informed payment experience.
- Enhanced financial literacy tools, driving a 25% increase in user engagement.
- Led and mentored a team of 3 designers and collaborated closely with engineering on implementation.

## UI/UX Designer — Programmers Force

[↪ See Work](#) Mar 2020–Mar 2021

Projects: [Onyx NFT](#) [AxeHedge](#) [Stage.io](#) [Ecseba Ecommerce](#) [Party Starter](#) [Legacy Suit](#)

- Designed and launched the Shufti Pro Design System, improving visual consistency and reducing frontend **development time by ~30% across teams**.
- Led usability testing workshops and design sprints for web and mobile apps, **increasing overall system usability by 35%** through iterative design improvements.
- **Conducted user interviews, UAT, and AOI** testing to validate features and reduce friction points across Shufti Pro, StaffTimer, Moody, and GigsTimer.
- **Redesigned core information architecture** across products, streamlining navigation and improving task success rates for end-users.
- **Created comprehensive UX artifacts** including personas, empathy maps, customer journeys, and low-to-high fidelity prototypes—ensuring solutions were user-centered and scalable.

## Skills

- AI & Human-AI Interaction Design: LLM interface design, agentic UX, AI-native product design, fallback & error states for AI systems
- Research & Testing: Usability testing, onsite field research, A/B testing, heuristic evaluation, analytics (GA, Hotjar, Crazy Egg)
- Design Systems & Strategy: Scalable UI components, style guides, accessibility, iterative design
- Enterprise & Government: Regulatory/compliance UX, bilingual (AR/EN) design, accessibility, localization
- Leadership: Cross-functional teams (up to 13 reports), stakeholder management, design mentoring

## Education

Bachelor of Computer Science | ITU, University

2016–2020