

Ahmed Alaraby

Senior Product Designer | Product Strategy | UX Architecture | Design Systems

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Senior Product Designer with 5+ years of experience leading product design, UX architecture, design systems, and data-informed customer experiences across fintech, SaaS, healthcare, ecommerce, AI, advertising, marketplaces, and enterprise platforms. Strong at translating business requirements into scalable product strategies, journey maps, wireframes, prototypes, usability-tested flows, and production-ready interfaces. Experienced across Saudi Arabia, Kuwait, Egypt, Europe, and remote international teams, partnering with founders, product managers, engineers, and stakeholders to reduce friction, improve adoption, increase operational efficiency, and ship consistent cross-platform experiences.

KEY ACHIEVEMENTS

- Designed and delivered 120+ screens across fintech, SaaS, marketplace, healthcare, ecommerce, and enterprise products.
- Improved task completion time by 75% through UX optimization, usability testing, and journey redesign.
- Built scalable design systems, design tokens, and component libraries that improved UI consistency across 6+ web and mobile products.
- Reduced design-to-development handoff issues by an estimated 35% by improving Figma documentation, reusable components, and Agile collaboration.
- Led product design initiatives across Saudi, Kuwaiti, Egyptian, European, and international remote markets.
- Supported 25+ digital projects from discovery and UX architecture through prototyping, stakeholder approval, and development handoff.

CORE COMPETENCIES

Product Design | Product Strategy | Product Discovery | UX Architecture | Information Architecture | User Research | Journey Mapping | Wireframing | Prototyping | Usability Testing | A/B Testing | Interaction Design | Design Systems | Design Tokens | Component Libraries | Accessibility (WCAG) | Data-Driven Design | Customer Experience | Stakeholder Management | Cross-Functional Collaboration | Agile | Scrum | Design QA | Front-End Collaboration

PROFESSIONAL EXPERIENCE

Quantum Promoting Network - Senior Product Designer | Kuwait | Jul 2025 - Present

- Lead product strategy and end-to-end UX architecture for advertising and ecommerce platforms, aligning customer journeys with business goals and improving product decision-making across core workflows.
- Designed scalable user flows, interaction patterns, and responsive interfaces that reduced friction across high-traffic digital touchpoints and improved experience consistency across web and mobile surfaces.
- Partner with leadership, product, marketing, and engineering teams to translate business requirements into validated prototypes, reducing design-to-development ambiguity by an estimated 30%.
- Strengthened the design system and reusable component approach, improving delivery speed and consistency across multiple product areas.

TABAYUN - Product Designer | Saudi Arabia | Jul 2024 - Jul 2025

- Owned product design for Saudi-market digital products, turning business requirements into UX architecture, information architecture, and production-ready interfaces across multiple business lines.
- Led product discovery, journey mapping, wireframing, and prototyping sessions that improved stakeholder alignment and accelerated product decisions during Agile delivery cycles.
- Created scalable design system foundations and reusable components that improved interface consistency across 4+ product experiences and reduced repetitive UI production work.
- Optimized key user journeys to improve task efficiency, product adoption, and customer experience across operational and client-facing workflows.

Swira Designs - Product Designer | Saudi Arabia / Egypt | Jul 2023 - May 2024

- Delivered user research, wireframes, prototypes, and usability testing for client products, improving task completion time by 75% through clearer flows and interaction redesign.
- Built unified brand and UI systems that improved consistency across product, marketing, and client-facing assets while supporting faster design delivery.
- Facilitated stakeholder reviews and design iterations that translated business needs into customer-focused product experiences across ecommerce, SaaS, and service platforms.
- Improved design handoff quality through structured Figma files, reusable patterns, and clearer documentation for engineering teams.

Plex TV Project - Product Designer, Streaming Experience | Worldwide | Dec 2023 - Mar 2024

- Designed a responsive streaming-platform experience, creating information architecture, discovery flows, and multi-device interaction patterns to improve content browsing and user engagement.
- Developed a scalable UI system for media cards, navigation, search, and viewing states, improving visual consistency across desktop and mobile experiences.

Kreek AI - Product Designer, AI Healthcare Platform | USA / Egypt | Mar 2024 - Jun 2024

- Designed AI-powered healthcare workflows that simplified patient data review for medical professionals and improved operational clarity across complex information-heavy tasks.
- Created prototypes and user flows that helped the product earn recognition in a major U.S. hackathon, demonstrating strong usability, innovation, and practical healthcare value.

Codaa - Product Designer | Spain | Apr 2023 - Jul 2023

- Contributed to end-to-end website and product design, translating product goals into structured UX flows, responsive interfaces, and reusable UI patterns.
- Improved stakeholder alignment through wireframes, prototypes, and clear visual direction that supported faster approval and implementation.

RPA Egypt - UI/UX Designer | Egypt | Jun 2020 - Jun 2021

- Supported product development through user flows, wireframing, prototyping, and UI execution, helping engineering teams deliver functional digital products with clearer interaction patterns.
- Collaborated with developers to convert business requirements into usable interfaces, improving handoff quality and reducing rework during implementation.

SELECTED PRODUCT CASE STUDIES

DebtBox - Fintech Platform: Solved merchant workflow complexity around deferred payments, debt lifecycle tracking, multi-store operations, and analytics. Led UX architecture, dashboard flows, component structure, and cross-platform product design for 120+ screens. The outcome was a scalable fintech experience that improved merchant visibility, reduced workflow fragmentation, and supported faster operational decision-making.

Sphinx - Engineering Service Ecosystem: Addressed the challenge of connecting engineers and clients through role-based service management, complex dashboards, and structured project workflows. Designed UX flows, information architecture, data-heavy interfaces, and a modular UI system for multiple user roles. The outcome was a clearer service ecosystem that improved task organization, user navigation, and service delivery transparency.

Kashkom - Social Commerce Platform: Solved marketplace usability challenges across storefront management, product discovery, and engagement-driven commerce features. Led product design for mobile and web experiences, including user journeys, interaction design, and a scalable design system. The outcome was a more consistent social commerce experience designed to support seller efficiency, buyer discovery, and platform growth.

Kreek AI - AI Healthcare Platform: Reduced complexity in patient data workflows for healthcare professionals by designing AI-assisted flows, clear information hierarchy, and rapid prototypes. Contributed product thinking, UX architecture, and usability-focused interaction design during a fast-paced innovation cycle. The outcome was a hackathon-recognized product concept with stronger workflow clarity and practical clinical value.

EDUCATION

Faculty of Arts, English Department - University | 2022

CERTIFICATIONS

Product Analytics and AI - Darden University, USA | 2025

UI/UX Design - Route Academy | 2023

TOOLS

Figma (Advanced) | FigJam | Miro | Notion | Jira | Confluence | Adobe Illustrator | Adobe Photoshop | HTML/CSS Fundamentals