

Summary	- Senior Product Designer with 14+ years of experience designing enterprise platforms, ITSM systems, and digital transformation solutions for government and AI-driven organizations across the GCC. - Specializes in end-to-end product design, UX strategy, and scalable design systems in Figma. - Led ServiceNow UX implementations, streamlining incident, problem, change, and service request workflows while designing executive dashboards for data-informed decisions. - Skilled in UX audits, usability testing, stakeholder management, and enterprise-scale Agile delivery.	
Competencies	ServiceNow UX • ITSM Platforms • Enterprise SaaS • Design Systems • UX Strategy • Digital Transformation • Executive Dashboards • KPI Reporting • User Research • Agile Delivery • Stakeholder Management • Enterprise Architecture • GovTech Systems	
Achievements	- Led UX design for an enterprise ServiceNow ITSM platform supporting 15K+ users across 12+ sectors. - Contributed to an enterprise-wide ServiceNow UI/UX implementation, improving workflow clarity and operational efficiency. - Built a scalable Figma-based design system and reusable component library adopted across enterprise platforms.	
Skills	Product Design & UX: UX Strategy, User Research, Interaction Design, Information Architecture, Wireframing, Prototyping, Usability Testing, UX Audits, Journey Mapping, User Personas, Design Thinking Enterprise & GovTech: ITSM, ServiceNow UX, Incident/Problem/Change Management, Service Request Workflows, Digital Transformation, GovTech Solutions Design Systems & Tools: Design Systems, Component Libraries, DesignOps, Accessibility (WCAG), Figma, Power BI, Adobe Creative Suite, Jira, Confluence Delivery: Agile, Scrum, Cross-Functional Collaboration, Stakeholder Management, UAT, A/B Testing, Product Lifecycle Management	
Experience	SENIOR PRODUCT DESIGNER, SERVICENOW & ENTERPRISE SYSTEMS Tahakom (incl. delivery via Emircom & Mabadea) Riyadh, Saudi Arabia Enterprise ITSM & ServiceNow - Led end-to-end UX design for ServiceNow ITSM modules: Incident, Problem, Change, and Service Request Management. - Translated complex operational requirements into scalable, user-centered interfaces supporting digital transformation goals. - Partnered with managers, engineers, and stakeholders in Agile/Scrum to define UX strategy & roadmap. Research & Workflow Optimization - Conducted stakeholder interviews, workflow analysis, and UX audits to uncover usability gaps. - Built user personas, journey maps, wireframes, and prototypes in Figma; led usability testing & UAT. - Refined workflows based on user feedback and SLA/adoption data. Design Systems & Delivery - Built scalable Figma design systems and reusable component libraries. - Established UI/accessibility standards (WCAG) across enterprise platforms. - Reduced revision cycles through structured documentation and design-to-dev handoff. Executive Dashboards & KPI Reporting - Built executive Power BI dashboards, turning operational data into decision-ready visuals for leadership. - Standardized dashboard templates for trend analysis and SLA tracking.	Aug 2021 - Present

Experience

SENIOR PRODUCT DESIGNER | ART DIRECTOR

Aug 2020 - Aug 2021

Namaa Al Munawara | Riyadh, Saudi Arabia

- Led UX redesign of eCommerce platform and mobile experience, boosting user journey and conversion flow.
- Conducted user flow optimization and interface improvements using user-centered design principles.
- Directed branding and digital campaign assets aligned with product and marketing strategy.
- Collaborated with cross-functional teams to improve digital experience consistency across channels.

DESIGN LEAD | ART DIRECTOR

Aug 2018 - Aug 2021

CTRL PLUS+ | Riyadh, Saudi Arabia

- Led a team of designers, overseeing UX direction across branding, marketing, and digital design projects for multiple clients.
- Delivered end-to-end UX/UI design for a university-wide attendance application, creating an intuitive experience for students, faculty, and staff.
- Shaped user flows and interface design for the Exaap e-learning portal, improving usability and learning experience.
- Directed UX for 30+ corporate identity projects, translating brand strategy into cohesive digital experiences.

UI/UX DESIGNER & BRAND VISUAL ARTIST

Oct 2017 - Jul 2018

BRAINY SQUAD | Jizah, Egypt

- Designed UI/UX concepts for digital products, applying user-centered design principles to improve clarity and usability.
- Contributed to branding and visual identity work across 20+ client projects.
- Delivered campaign visuals supporting brand consistency and audience engagement.

CO-FOUNDER & UI/UX DESIGNER

Sep 2015 - Aug 2017

ieasoft | Mansoura, Egypt

- Co-founded a software startup, shaping product strategy and UX direction from the ground up.
- Designed web and mobile applications from concept to delivery.
- Built iterative design workflows and rapid prototyping processes to speed up product development.

UI/UX & BRAND IDENTITY DESIGNER

May 2011 - Aug 2015

99designs.com | Remote / Worldwide

- Designed web and mobile application interfaces using user-centered design principles.
- Delivered 100+ brand identity and digital design projects for global clients.
- Won 50+ international design competitions for problem-solving and visual execution.

Certifications

- Senior UX/UI/Product Designer + AI - IXDF
- Ethical Human-Centered AI Design Leader - IXDF
- Senior Service Designer + AI - IXDF
- Google UX Design Specialization - Coursera
- How to Build Digital Products - Product School

Education

Bachelor of Computer Science
Mansoura University

2012 - 2015

Languages

Arabic - Native
English - Professional Working Proficiency