

Abdelrhman Mohamed Ahmed

Product & UX Designer

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Summary

Product & UX Designer with 4 years of experience turning ambiguous 0-to-1 problems into build-ready web and mobile products. I work across research, complex workflows, Arabic-first UX, accessibility, and design systems: frame the real decision, make the trade-off visible, and give product and engineering teams a clear path to ship. Computer Science background; experience spans EdTech, AI, HealthTech, travel, SaaS, and bilingual products across 8 client markets.

Skills

- **Product:** 0-to-1 Product Design, UX Strategy, Bilingual UX, Design Systems, AI-assisted Workflows.
- **Research:** User Research, Usability Testing, Heuristic Evaluation, Information Architecture, Accessibility.
- **Design:** Interaction Design, Wireframing, Prototyping, Responsive Design, RTL Design.
- **Tools:** Figma, Framer, Adobe XD, Webflow, Miro, Photoshop.
- **Engineering:** HTML5, CSS3, JavaScript, Bootstrap, WordPress.

Work Experience

UX/UI Designer | Full Time

Luftborn

Copenhagen, Denmark

February 2025 - Present

- Turn ambiguous client requirements into clear product decisions, accessible flows, and build-ready responsive interfaces.
- Partner with product, engineering, and client stakeholders to balance user needs, business priorities, and technical constraints.

Product Designer | Full Time

Tutoruu

Heliopolis, Cairo

July 2024 - February 2025

- Owned product design across Ruu AI, B2B and B2C journeys, payment flows, onboarding, and partner portals.
- Redesigned Ruu AI's experience, contributing to a 20% lift in user engagement.
- Used research, product data, and usability testing to address prompting, payment, and dashboard friction.

UI/UX Designer

Independent Freelancer

Remote

July 2023 - January 2025

- Led 0-to-1 product design for 14+ EdTech, SaaS, and startup engagements, turning early questions into usable flows, prototypes, and systems.
- Designed Arabic-first and bilingual experiences across 8 client markets, balancing localization, responsive behavior, and handoff constraints.

UX Design Intern

Kerning Cultures Network

Dubai, UAE

April - May 2023

- Conducted 50+ user interviews and usability tests to identify where the website and its flows were losing people.
- Translated research into clearer structure, user flows, and high-fidelity prototypes for the company website.

Web Designer | Full Time

Xtreme Digital Agency

Heliopolis, Cairo

July 2022 - April 2023

- Designed 43+ responsive WordPress websites and implemented interactive front-end features with HTML, CSS, and JavaScript.
- Balanced client goals, brand requirements, and delivery constraints to ship polished work on tight timelines.

Selected Projects

Tutoruu *Product Design | AI | EdTech*

- Solo Product Designer across B2C and B2B: split landing paths, redesigned AI prompting, and added two payment rails; engagement rose 20%.
- Built a variables-based multi-brand design system, exported to JSON and validated in Storybook for three university partner portals.

Taa Marbuta *HealthTech | 0-to-1 | RTL-first*

- Led two iOS-first apps from zero: 265+ patient and clinic screens, with RTL-native trust and booking flows for Arab women.
- Designed separate patient and clinic experiences around their distinct mental models, including verification, credentials, and review signals.

Islam Online *Platform Redesign | Design System*

- Modernized a 25-year Arabic platform with 95M+ views through a mobile-first system and four-layer tokens shipped as JSON and CSS.
- Prioritized search and accessibility with a 3-person team; shipped documented patterns that earned a 4.22 / 5 UX rating and NPS 8.05 / 10.

Wandr *Marketplace | 0-to-1 | Travel*

- Designed both sides of a travel marketplace after 200+ surveys, agency interviews, and six personas identified group booking as the core friction.
- Reframed group booking so each traveler owns their documents and preferences; designed an agency trip-creation wizard that lowered the barrier to go digital.

Community Work

Host & Producer | *Figmawya Podcast*

September 2024 - Present

- Produce 5 UX-focused shows and 80+ episodes that turn complex product decisions into practical, MENA-grounded learning for Arabic designers.
- Translate advanced product and UX concepts into clear, story-driven lessons built for the realities of working in MENA.

Education

Cairo University | Faculty of Computers & AI

Giza, Egypt

B.Sc. in Computer Science & AI | Information Systems

September 2020 - July 2024

- **Graduation Project:** A+, scored 196 / 200.
- **Coursework:** Web Development, Software Engineering, Information Systems, Data Analysis.

Certifications

Advanced Course in Design Systems & UX Writing

Saudi DGA | 2025

Product Designer

Uxcel | 2025

Connect Mentorship

Udacity | 2025

Advanced Web Accessibility Guidelines

Udacity | 2024

Google UX Design Professional Certificate

Google | Coursera | 2023

Data Analytics & Visualization Summer Program

Sprints | 2023

Meta Principles of UX/UI Design

Meta | Coursera | 2022

Advanced UX Research Nanodegree

FWD | Udacity | 2021

Front-End Development Nanodegree

FWD | Udacity | 2021

Languages

Arabic (Native)

English (B2)

Additional Info

- Open to global remote opportunities and relocation.
- **Military Status:** Final Exemption