

ABDELRAHMAN ZARAD

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of experience across fintech, digital banking, e-commerce, and enterprise platforms. Proven track record modernizing legacy systems into scalable design systems, translating complex business rules and workflows into intuitive user experiences for corporate and consumer banking clients. Native Arabic speaker, fluent in English, with hands-on experience collaborating across product, engineering, and research teams in both agency and in-house settings.

SKILLS

Design: Product Design, UI/UX Design, Interaction Design, Wireframing, Design Systems, Design Research, Product Strategy

Tools: Figma, Sketch, Framer, InVision, Mixpanel, Zeplin, UXCam

Languages: Arabic (Native), English (Fluent)

EXPERIENCE

CoorB — Saudi National Bank — Senior Product Designer

Jan 2025 – Present

Full Time | Remote, Dubai

- Joined as the first designer on NEO, Saudi National Bank's digital bank, leading the end-to-end UI/UX revamp of the entire app.
- Built a multilingual design system from the ground up with full RTL/LTR support, automated through a linked variable library so any designer can design once in English and convert the entire layout to Arabic with a single click.
- Stress-tested the design system's scalability by redesigning core app screens and flows, refining the foundation as it rolled out across the product.
- Partnered with the squad to redesign each product flow end to end, ensuring a consistent experience across the app.
- Developing a shared design SDK for engineering squads across the organization, so all teams build to the same design standards and user experience.

Onebank — Senior Product Designer

Jan 2024 – Feb 2025

Full Time | Cairo

- Reverse-engineered and rebuilt the design system for Egypt's first fully digital bank, bringing structure and consistency to UI templates that had been built without a proper system.
- Owned the design of the bank's core financial products — credit cards, deposits, and loans — applying deep experience in fintech and BNPL to complex, regulated flows.
- Worked directly with upper management (CEO and CDO) to align product design with business strategy and priorities.
- Led and mentored the junior designers on the team, setting standards and reviewing work to raise overall quality.

BirdNest — Product Designer Consultant

Jan 2024 – Oct 2024

Part Time | Cairo

- Consulted on refactoring the company's digital channels (web and mobile apps) for Egypt's first hospitality platform.
- Built a mini design system to bring consistency and speed across their products.
- Partnered with the CEO and sales team to identify funnel drop-off points and diagnose why online conversion lagged behind the high volume of deals closed offline.
- Modernized the UI and restructured key flows, surfacing the right information at the right moments to lift the user experience and close the online conversion gap.

Klivvr — Senior Product Designer

Dec 2023 – Dec 2024

Full Time | Cairo

- Joined pre-launch to build the app from scratch, shaping the product's core experience ahead of release.
- Designed a tiered banking card system mapped to the product's target personas, tailoring the offering to different user segments.
- Owned the design of core features — card management, personal financial management (PFM), bill payments, and investment "jars" — from concept through to polished UI.

Noon — Senior Product Designer

Oct 2022 – Dec 2022

Full Time | Cairo

- Designed behind-the-scenes operational tools for supply chain workflows used by employees, drivers, and sellers, focused on speed and ease of use.

Elmenus — Product Designer

Aug 2021 – Oct 2022

Full Time | Cairo

- Built a new design system for the platform and worked directly with Product Managers to validate new features.
- Conducted user research and planning to inform the product roadmap and improve core product interfaces.

Design Beats — Product Designer

Jun 2021 – Aug 2022

Contract | Cairo

- Created products from scratch for agency client launches, working directly with customers to define goals and execute with the team.

Odiggo — Product Designer

Oct 2020 – May 2021

Full Time | Cairo

- Collaborated directly with CEOs to define product roadmap strategy and build UX strategy from concept through wireframes.

Epal Solutions — Product Designer

Aug 2018 – Jul 2019

Contract | Cairo

- Independently owned UI/UX design end-to-end, from strategy through handoff to the development team.

Games 2 Egypt — GUI (Graphical User Interface) Designer

Sep 2017 – Sep 2020

Contract | Cairo

- Independently owned UI/UX design end-to-end, from strategy through handoff to the development team.

EDUCATION

Bachelor's Degree, Business Administration — Cairo University | 2021 | Cairo

CERTIFICATIONS

- UXDMC
- Product School
- Google UX Design