

SUMMARY

Senior Product Designer with 10+ years of experience understanding user behavior, uncovering the barriers that stop people from moving forward, and designing clearer ways for products to communicate their value. I combine UX strategy, behavioral evidence, and a technical background to turn those insights into experiences that work for users and the business.

EXPERIENCE	KAMG, London Senior UX Designer Jul 2024 — Present	Owned UX strategy and CRO across multiple client brands, partnering with founders and stakeholders to translate user needs and business goals into product priorities, customer journeys, and optimization decisions. Improved task completion by 40% and eCommerce conversion by 28% by analyzing user behavior, uncovering barriers across key journeys, and restructuring product discovery, information architecture, and purchase flows. Cut design to development handoff time by 60%, from final design approval to developer ready delivery, by standardizing reusable components, design system patterns, and implementation documentation. Built an AI-assisted UX analysis workflow used to audit 300+ websites against 75+ UX frameworks, accelerating discovery, prioritization, and design decisions.
	VIA Marketing, Canada Senior UX Designer May 2023 — Jun 2024	Owned UX optimization across 20+ hospitality, service, and eCommerce brands, improving ordering, reservation, and lead generation journeys by identifying behavioral barriers and simplifying key decision paths. Took experiences from research through delivery, using journey mapping, behavioral analysis, and usability testing to turn findings into clearer information architecture, user flows, and responsive interfaces with development and content teams.
	Sleeker, Egypt Founder & UX Lead Mar 2018 — Jan 2023	Founded and ran Sleeker as a solo UX practice, owning strategy and end to end product design across 30+ client engagements in eCommerce, healthcare, service businesses and digital platforms. Built a reusable design kit system across client projects, reducing repeated production work and shifting more project time toward research, testing, and iteration. Redesigned eCommerce discovery, navigation, and purchase decision flows around barriers identified through research and usability analysis, making product value and next steps clearer.
	Thorn Creative, Australia UX Designer Jan 2016 — Jan 2018	Designed responsive web and mobile experiences from requirements through prototype, using usability testing and feedback to refine information architecture, interaction patterns, and reusable UI components.
	Pens & Books eMag, Egypt UX UI Designer Sep 2013 — Dec 2015	Designed the reading and browsing experience for an online magazine, structuring editorial content through information hierarchy, page templates, and responsive layouts in collaboration with editorial and development teams.
	7 DASH, Egypt Full Stack Engineer Aug 2011 — May 2013	Built PHP web applications, RESTful APIs, database driven systems, and third-party integrations, developing the technical foundation I now use to bridge product design and engineering.

SKILLS

Product Strategy · Product Discovery · Feature Prioritization · UX Research · Information Architecture · Interaction Design · Prototyping · Design Systems · Usability Testing · Behavioral Analytics · Funnel Analysis · A/B Testing · Conversion Optimization · Accessibility (WCAG 2.2) · Stakeholder Management · Cross-functional Collaboration.

DOMAINS

eCommerce · B2B · SaaS · Healthcare · Hospitality · Finance · Service Businesses

TOOLS

Figma · FigJam · Miro · Jira · Microsoft Clarity · Crazy Egg · GoHighLevel · Claude Code · Cursor · OpenAI API · Codex

EDUCATION

Cairo University, Egypt

Law & Economics, 2005 — 2009