

Product Designer

Systems-driven Product Designer with nearly 5 years of experience architecting scalable digital products across B2B, SaaS, and e-commerce. Combining behavioral economics, product strategy, and AI-assisted development to simplify complex workflows, improve business outcomes, and bridge design with engineering.

Professional Experience

Nobar Cloud | Product Designer

January 2025 - April 2026 | 1 yr 4 mos | Full-time | On-site

- Increased enterprise activation by 15% and reduced support tickets by 30% by simplifying complex IaaS/PaaS configurations into self-service workflows.
- Improved enterprise upgrade conversions by 15% by restructuring cloud pricing and subscription journeys using behavioral choice architecture to simplify B2B purchasing decisions.
- Reduced design-to-development handoff time by 40% by architecting a scalable design system with reusable components and standardized interaction patterns across the cloud console.
- Scaled design team output by 50% by directing UX architecture across +7 modules, +50 workflows, and hundreds of screens, while hiring and mentoring a junior designer.

Nikaro | Product Designer

June 2024 - June 2025 | 1 yr 1 mos | Part-time | Remote

- Increased cross-business engagement by 10% by restructuring homepage information architecture to introduce a second business line, validating navigation decisions through A/B testing.
- Improved retention by 12% and reduced navigation errors by 15% by architecting an accessible, customizable dashboard with simplified settings and user controls.

Ernyka | UX-UI Designer

September 2023 - February 2024 | 6 mos | Full-time | On-site

- Achieved 20% first-quarter adoption by launching a trader-focused product extension, prioritizing features through Kano and MoSCoW frameworks, user interviews, and competitive research.
- Increased referral conversions by 15% and reduced CAC by 5% by redesigning acquisition flows and applying behavioral principles to reduce sign-up friction.

Maad Group | UX-UI Designer

March 2022 - August 2023 | 1 yr 6 mos | Full-time | On-site

- Increased checkout conversion by 15% by designing a CCTV e-commerce platform from concept to launch, optimizing product discovery and payment journeys through +20 A/B tests.
- Reduced operational task time by +30% by consolidating 6 departmental interfaces into a unified back-office system, validated through +10 rounds of internal usability testing.

Selected Projects

ODO Perfume | Product Design & AI-Assisted Development

August 2026

- Architected a unified back-office SPA to centralize business operations and improve workflow visibility, while developing AI-powered content processes targeting 80% less production time.

Digi Express | Annual Report Experience Design

September 2025

- Transformed complex annual performance metrics into an interactive reporting experience tailored to B2B and B2C audiences, simplifying information discovery and strengthening corporate storytelling.

Contact Me

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Social Media

[LinkedIn](#)

[Dribbble](#)

Skills

Systems Thinking

Product Strategy & Discovery

Information Architecture

Behavioral Design

Design System

UX Research & Experimentation

Conversion Optimization

Mentorship & Leadership

Tools

Figma

Claude Code

Clarity

Maze

Education

English Language and Literature

2023 - Present

Courses

Enterprise Design Thinking

2024 | IBM

Growth Driven Design

2023 | HubSpot

Digital Product Design Bootcamp

2021 | Rahnema Collage