

Ahmed Rehrmann-Negm

Product Designer - UX/UI

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Profile

Product designer with over 10 years of experience across industrial design, growth marketing, and enterprise SaaS – combining systems thinking with a hands-on approach to research, experimentation, and delivery.

Experience

UX/UI Designer

XU Group | Berlin, Germany | 09/2022 – 03/2025

- Improved usability and orientation in a complex learning platform, contributing to an estimated 34% increase in course completion and ~40% faster task start times.
- Enabled sales and account managers to independently set up demos and client programs, reducing setup time by ~5x and significantly lowering reliance on engineering support.
- Aligned design, product, and engineering teams around shared UX goals, helping reduce rework and speed up feature delivery by ~20–25% across iterations.

Visual Designer

Kayzen | Berlin, Germany | 11/2018 – 02/2021

- Designed the company website and landing pages during early-stage growth.
- Created and optimized programmatic ad creatives across static, video, and playable formats.
- Ran A/B tests on creative variations in collaboration with marketing teams, contributing to an estimated 18–22% reduction in CPM across key campaigns.

Digital Media Designer

Applift | Berlin, Germany | 03/2018 – 11/2018

- Designed banner and video creatives for programmatic mobile advertising across multiple client accounts.
- Built reusable creative templates that reduced ad production time and sped up campaign launches.
- Supported account managers with A/B testing of ad creatives, helping identify higherperforming variants and improve campaign efficiency.

Industrial design practice

Cairo, Egypt | Berlin, Germany | 2012 – 2018

Skills

- **UX research:** usability testing, and information architecture
- **Prototyping:** wireframing, hi-fidelity prototyping, and interaction design
- **CRO & experimentation:** A/B testing and data-informed design
- **Design systems:** Figma, components, responsive and mobile design
- **Collaboration:** Agile, cross-functional teams, stakeholder alignment
- **Development:** Foundational knowledge of software development

Education

Communication design (Coursework completed)

Media University of Applied Sciences

Berlin, Germany | 2016 –2018

Languages

- Arabic– Native
- German – C1
- English – C1

Bachelor of Applied Arts – Industrial Design

Helwan University | Faculty of Applied Arts

Cairo, Egypt | 2005 –2012