

# Abdalla Elsayed

## Product Designer (UX/UI Designer)

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Berlin, Germany (open to relocate)

[Portfolio](#) [LinkedIn](#)

Product Designer with 5+ years of experience creating scalable, user-centered solutions for B2B and B2C. Passionate about designing innovative AI experiences. Eager to join company that focused on driving impactful change and shaping the future of technology.

### WORK EXPERIENCE

#### Founding Product Designer

Taplow (AI-native recruitment platform) | USA

Jul 2025 – Present

- Led the redesign of Tapflow's AI-powered recruitment platform, optimizing user experience and efficiency for talent acquisition flows.
- Conducted UX research, including user interviews and competitive analysis, to enhance AI features for better candidate matching.
- Created a design system, boosting visual consistency and ensuring a smooth, intuitive AI user experience throughout the app.

#### Founding Product Designer

Takadao (Insurance & Fintech) | Singapore

Jun 2023 – Jun 2025

- Led end-to-end design of life insurance & investment product (0→1), MVP to live release, driving \$850K in contributions from early users.
- Designed a high-impact PoC that helped secure \$2M in pre-seed funding, demonstrating a clear design-led strategy tied to company objectives.
- Created the company design system, improving alignment, reducing UI inconsistencies by 40%, and increasing delivery efficiency by 30%.
- Hired, and managed a design team of 4, setting direction, running critiques, and elevating design quality across the organization.
- Drove the design team toward OKR achievement through insight-led decisions and aligned workflows.
- Partnered closely with Product, Engineering, and business leadership to shape product roadmaps.

#### Product Designer

360 Moms (Ed-tech) | Jordan

May 2022 – May 2023

- Redesigned mobile app to enhance course and subscription experience, achieving 30% higher retention and 25% longer sessions.
- Revamped website and article layouts to improve user experience, boost engagement, reduce bounce rate, and increase ad clicks.
- Guided and mentored junior designers, fostering skill growth and design excellence.

### EDUCATION

#### Master of Art in Visual & Experience Design

University of Europe for Applied Sciences

2024 – 2025

(Germany)

Authored 3 research papers on AI-driven user experience.

[Thesis](#) focused on humanizing AI through inclusive, accessible design.

#### Bachelor of Agricultural Engineering

Alexandria University

2015 – 2020

(Egypt)

### PUBLICATIONS & WRITING

[Leading AI Transformation: Empowering People in the Age of Automation](#)

[Enhancing the User Experience of News Platforms in the Age of AI](#)

[Navigating Agentic Design Experience: The Future of User Experience](#)

### LANGUAGES

English (Fluent) - German (Basic)

Arabic (Native)

## Product Designer

Cartlow - Formerly Melltoo (Retail) | Dubai

Jan 2021 - Apr 2022

- Enhanced the **buyer experience**, designing a bundle feature that **increased purchases by 15%** and improved user experience.
- Collaborated with cross-functional teams to design **B2B2C trade-in projects** with IKEA, Sony, and LG, increasing partner sales by 15%.
- Conducted UX research, including analysis and usability testing, to guide design decisions and increase user satisfaction.

## UX Designer

Pharos Solution (SaaS) | Egypt

Feb 2020 - Nov 2020

- Designed a SaaS restaurant reservation platform with smooth booking flow and intuitive interface.
- Designed a fintech payment app using fingerprint authentication for secure transactions.
- Applied user-centered design to create clear, consistent wireframes and prototypes for seamless interaction.

## UI Developer

DHPS (Marketing agency) | Egypt

Apr 2019 - Nov 2019

- Built clean, accessible, and intuitive UIs using modern design and front-end practices.
- Optimized performance for fast loading, smooth interactions, and better user engagement.
- Built clean, accessible, and intuitive UIs using modern design and front-end practices.

## COURSES

Google UX Design Certificate

Coursera

Web Design: Strategy and Information Architecture

California Institute of the Arts

Web Design: Wireframes to Prototypes

California Institute of the Arts

## TOOLS

Figma

Adobe Creative Suite

Framer

Jira

Notion

Maze

Mixpanel

Google Analytics

Hotjar

Amplitude

HTML/CSS

JavaScript

## SKILLS

End-To-End Product Design

User Interface & Visual Design

Qualitative & Quantitative User Research

Scalable Design System

Design Operations

Accessible & Inclusive Design

Cross-Functional Communication