

Ahmed Mashaly

Senior Product Designer — Enterprise SaaS, Fintech & Data-Heavy Products

Dubai, UAE / Alexandria, Egypt · Open to relocation | +971 58 886 6096 | +20 103 080 4741

amashaly.com | ahmed.essam.mashaly@gmail.com | linkedin.com/in/ahmed-mashaly4

SUMMARY

Senior Product Designer with 6 years across product design and engineering, focused on complex enterprise SaaS, fintech and data-heavy products. I lead design for an ERP that ~250 people use every day to run sales, purchasing, operations, quality and finance: I set the UX priorities with product and engineering, own the design system and design QA, and designed Korombo, the AI assistant now live inside it. A Computer Engineering background means I design with real constraints in mind and work as a peer to developers, from discovery to release.

EXPERIENCE

Senior Product Designer — C3S (USA, Remote)

Jun 2022 – Present

New Power — enterprise ERP/CRM for an electronic-components distributor

- **Design lead:** Own the product's UX end to end, guiding a junior designer while doing most of the hands-on design: ~250 daily users across five teams, 16 modules and 12 order types. Led its move from a legacy, website-style system to a modern product.
- **AI inside the product:** Designed Korombo, the assistant now live in the ERP: plain-language questions about orders, parts, stock, quotes and how to use the system, with answers as tables, follow-ups and a rating on every answer. Defined its next stage, a launcher one click away on every screen.
- **Strategy & prioritisation:** Audited the live product and turned the findings into a P0–P2 roadmap with product and engineering, putting data-safety and accessibility risks first. Each proposal is a decision card with its rationale and status (proposed, approved, rejected, live).
- **0 → 1 features:** Designed what the product never had: its first sales and purchase dashboards, a print-template designer, Peer Groups, Region–Country mapping and system states such as scheduled and unplanned maintenance.
- **Systems & quality:** Built the design system and a Live Reference of all 160+ live screens as the single source of truth engineering builds from. Own design QA: every design-vs-build gap ends in an explicit decision.
- **Next-stage vision:** Proposed redesigns of the most-used screens (dashboard, AI chat, order tables, print designer) for desktop and mobile, each shown next to the live screen with the reasoning behind it.

UX/UI Designer — GAMP (Poland, Hybrid)

May 2021 – May 2022

- Designed responsive platforms including Emutim, a digital voting system, from user flows and information architecture to high-fidelity UI and interactive prototypes.
- Aligned stakeholders with prototypes and ran usability reviews and design iterations with cross-functional teams.

IoT Engineer — GAMP (Smart Hive)

Apr 2020 – Apr 2021

- Designed and built Smart Hive, an IoT beehive-monitoring product with LoRa sensor nodes, gateways and a cloud monitoring interface; nominated for the Polish Intelligent Development Award 2021.

SELECTED PROJECTS

Emirates NBD Event Experience — with Rayqube, Dubai

- Designed a bilingual Arabic/English dual-screen touchscreen experience used by walk-up visitors at a live Emirates NBD event: registration, drawing, AI artwork generation and QR download in one short guided flow. Worked on site with the Rayqube team.

NEXA Bank — Mobile banking app, freelance client in Türkiye

- Designed the app end to end across 20 core flows (onboarding, biometric sign-in, transfers, QR payments, cards), from proto-personas, user interviews and an open card sort to high-fidelity UI and a dedicated design system, built around trust in every money movement.

Momentum — Product concept (personal)

- Framed why most people don't finish what they start and designed a product system around accountability: squads of four, a weekly loop and guardrails that protect progress.

SKILLS

- **Product & UX:** product discovery, user research and stakeholder interviews, usability reviews, information architecture, complex workflows, dashboards and data-heavy UI, MVP scoping, accessibility (WCAG), Arabic/RTL and bilingual interfaces
- **Design systems:** component libraries, Figma variables and auto layout, tokens, documentation, design QA, developer handoff (Dev Mode), motion specs
- **AI in design:** conversational AI and assistant UX, AI-assisted research synthesis and product audits, AI prototyping (Lovable), building an AI agent for automated UX audits
- **Tools:** Figma, FigJam, Framer, Lovable, Adobe Photoshop and Illustrator, Midjourney, Claude, ChatGPT, HTML/CSS

EDUCATION, SERVICE & LANGUAGES

B.Sc. Computer Engineering — BHI, Alexandria, Egypt

2012 – 2017

Military Service — Officer, Egyptian Armed Forces

2017 – 2020

Languages: Arabic (native) · English (professional working proficiency)