

Ahmed khaled Giad

Product Designer

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Summary

Product Designer with experience building web and mobile products across B2B and B2C. I focus on turning complex workflows into clean, intuitive experiences through thoughtful UX, strong visual craft, and scalable design systems. Comfortable taking projects from early discovery and prototyping through to final implementation alongside engineering teams.

Professional Experience

IRYSS 🌐, *Product Designer* 09/2025 – 07/2026
Milan, Italy

- Led the product design for IRYSS CRM, simplifying lead tracking and sales management for teams handling brands, resellers, and creators.
- Designed CRM interfaces and workflows that enabled sales agents to easily manage, filter, and communicate with a database of 50,000+ leads.
- Created the B2B marketplace experience, streamlining product discovery, bulk ordering, and store management for merchants.
- Built and maintained the company design system in Figma, establishing reusable components and tokens that improved cross team consistency and development speed.
- Ran usability sessions and gathered feedback to refine user journeys and align design decisions with business goals.

PHIX 🌐, *Product Designer* 05/2025 – 08/2025
Singapore

- Led the redesign of the PHIX mobile app on iOS and Android, restructuring navigation and simplifying key transactional flows.
- Built interactive prototypes to quickly test user flows with real people and present clear solutions to stakeholders.
- Worked closely with frontend developers to ensure design details, responsive layouts, and accessibility standards were executed properly in production.

Nqsh Company, *UI/UX Designer* 07/2024 – 04/2025
Saudi Arabia

- Designed responsive websites and landing pages for client businesses across Saudi Arabia and the GCC.
- Focused on visual hierarchy, typography, and clear content structure to improve user engagement and lead conversion.
- Prepared clean design specs and component libraries for smooth developer handoffs.

Skills

CAPABILITIES

Product Design | UI/UX Design | Mobile & Web Interfaces | Design Systems & Tokens | User Research & Usability Testing | Interactive Prototyping | Information Architecture | Wireframing | Design Handoff & QA | Responsive Design | Cross Functional Collaboration

TOOLS

Figma | FigJam | Framer | Adobe Creative Cloud (Photoshop, Illustrator) | Sketch | HTML & CSS | Jira | Miro | AI Workflows (Claude, Lovable)

Education

B.Sc. in Computer Science & Interaction Design, Mansoura University 2022 – 2026