

Shorouk Nasr

Senior Product Designer

Cairo, Egypt | Open to Relocation

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Professional Summary

Senior Product Designer with 8 years of experience in product design, including 3 years in fintech environments, activation systems, and scalable design foundations.

Focused on simplifying complex workflows and aligning product decisions with operational systems and business constraints.

Experience

Khazna — Product Designer

2022 – 2025

Led end-to-end product design across activation flows, financial features, and internal operational systems within a fintech environment.

- Restructured the registration and activation journey, introducing clear pending states and improving visibility across multi-team approval flows.
- Designed and optimized the Early Repayment experience, simplifying financial decision-making flows.
- Contributed to the Innovative Saving feature, improving clarity around savings progress and financial transparency.
- Redesigned the referral program through user research (calls & surveys), improving incentive transparency and activation clarity.
- Applied service blueprinting to map cross-functional dependencies (Agents, HR, Backend Ops), identifying operational bottlenecks.
- Contributed to evolving scalable design foundations and reusable interaction patterns used across multiple product flows.
- Led the internship program end-to-end, mentoring junior designers.

Almentor — Product Designer (Contract)

June 2025

- Conducted stakeholder interviews to understand internal skill assignment workflows.
- Applied UX refinements to improve structure, navigation clarity, and visual hierarchy on the platform homepage.

Toptal — Product Designer

2021 – 2022

Designed UX solutions for international healthcare and e-commerce platforms.

- Improved conversion through UX optimization and structured experimentation.
- Collaborated on A/B testing experiments to validate design improvements.

Simpleia — Product Designer

2020 – 2021

- Redesigned a workspace booking funnel, improving completion clarity and simplifying multi-step booking logic.
- Conducted user interviews and process mapping to identify drop-off points.

Early Career — UI/UX Designer

2017 – 2020

- Designed complex dashboards, CRM systems, and operational tools within software houses.
- Developed strong foundations in data-heavy interface design and engineering collaboration.

Education

The British University in Egypt

2013 – 2017

Bachelor of Computer Science and Information Systems

Core skills

Product Strategy · UX Research · Service Blueprinting · Activation Optimization

Design Systems · Interaction Design · Cross-functional Collaboration · Figma