

# Ashraf Khattab

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Product Designer - Leader - Mentor

## Experience

### Design Director@ Klipfolio

2023 - Present

Directed a multidisciplinary design team, fostering collaboration among designers, researchers, writers, and developers to create compelling user experiences across Klipfolio.

Partnered with company leadership to establish product strategy, roadmap, and direction, aligning design initiatives with business goals.

Spearheaded innovative UX projects focused on AI integration and advanced analytics.

### Senior Design Manager @ Klipfolio

2020 - 2023

Contributed to and led various UX projects on Klipfolio PowerMetric focused on increasing product engagement and early adoption.

Utilized data analytics tools such as Mixpanel and Google Analytics to analyze user behaviour, measure the effectiveness of design efforts, and inform future design strategies.

Collaborated with UX research to conduct usability testing and customer interviews, ensuring findings were integrated into the design and development processes.

### Design Team Lead @ Klipfolio

2017 - 2020

Led a team of designers and developers in delivering high-quality, user-centric experiences across all Klipfolio web and app assets, including Klipfolio.com, MetricHQ, and PowerMetrics.

Contributed to the design and development of various web projects, implementing a comprehensive event tracking system to enhance user behavior insights for research and marketing teams.

Played a pivotal role in enhancing UX and product design for Klipfolio PowerMetrics, driving improved user engagement and satisfaction.

### Designer & Front-end Developer @ Klipfolio

2014 - 2017

Led ideation and prototype development for Klipfolio's website, ensuring a user-centric design approach.

Developed mock-ups, layouts, and storyboards for upcoming web pages, contributing to the overall visual identity and user experience.

Conducted rigorous A/B testing and conversion rate optimization strategies to drive key business metrics, including trial starts and enhanced user satisfaction.

## Education

### Bachelor of Information Technology

Carleton University

2009 - 2013, Ottawa, ON

### Advanced Diploma in Interactive Multimedia and Design

Algonquin College

2009 - 2013, Ottawa, ON

## Skills

Visual Design  
Mobile Design  
Design Systems  
Prototyping  
Journey Mapping  
Interaction Design  
User Research  
Data Visualization  
Business Intelligence  
HTML/CSS/JS/React

## Tools

Figma  
Adobe Creative Suite  
Framer  
Mixpanel  
Google Analytics UA/4  
Miro  
Github