

Shehab Ibrahim

Portfolio Link

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201-912-7328

Mission To transform complexity into culturally resonant experiences through meticulous craft, strategic vision, and design that bridges heritage and possibility.

Experience

Product Designer / American Express
New York, NY / Oct. 2024 - Present
Leading design for all things Activation, Identity, and Onboarding.

Product Designer / Axios
New York, NY / Sept. 2022 - Aug. 2024
Led the Ads, Growth and AI tooling teams - launched a multi-brand design system, consolidated a set of fragmented internal tools to create a cohesive operating system, and created zero-to-one experiences balancing cutting-edge technology with journalistic integrity and user privacy. Helping Axios's position as a leader in modern digital news delivery.

Product Designer / CreativeX
New York, NY / Sept. 2021 - Sept. 2022
I was CreativeX's first in-house product design hire. I led the design of reporting tools, data gathering optimization for ML models, built the org's first design system, and formalized a set of best practices for design research within the org. I was also involved in scaling out product teams.

Product Designer / Intuit
Mountain View, CA / May. 2020- Aug. 2020
At Intuit, the goal was to help small businesses enter the "omnichannel" while positioning Quickbooks to be the center of small business growth. I spent my time leading the design and research for their first "zapier-like" automation platform. The product connected the APIs of commonly used business apps to save countless working hours for small businesses. My work shipped and is now a premium feature in Quickbooks E-Commerce - Intuit's newest venture after acquiring Trade Gecko.

Product Designer / Prudential
Newark, NJ / Jun. 2019 - Mar. 2020
I was responsible for the end-to-end experience of Prudential's "robo-advisor." Through a user research study that documented inefficiencies within the user onboarding, I instigated conversations with senior leadership that led to redesigning the consumer-facing product that serves over two million users. The design team also extended my internship to be involved in work for the Prudential.com taxonomy, PGIM redesign, Design System, Simple Cash Account, and A/B testing of components.

Education

New Jersey Institute of Technology
B.S in Human-Computer Interaction / May 2021
Deans List 2017-2021

School of Visual Arts
Graphic Design (Pre-College) / 2015-2016

Skills Figma, Sketch, Adobe CS, Prototyping, Wireframing, User Experience Design, Interaction Design, User Interface Design, Information Architecture, Design Systems, Product Strategy, A/B Testing, Facilitation and Workshops, Usability Testing, Generative Research, Evaluative Research, Interviewing, Qualitative and Quantitative Data Analysis, HTML, CSS, Javascript