Ahmad Fahmi
Senior product designer

Cairo, Egypt

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Summary

I'm a product designer with 6+ years of experience, specializing in FinTech and marketplaces. I've worked with companies like Money Fellows, 4Sale, and Sarmady, leading design systems, enhancing user experiences, and mentoring teams.

I focus on scalable, cost-effective design solutions that drive business growth and improve usability. Whether refining interfaces or collaborating cross-functionally, my goal is always to make products look great and work even better.

Skills and Tools

Figma · Adobe Photoshop · Prototype · Adobe Illustrator · Adobe After effects · Adobe XD · Design tokens · HTML · CSS · SASS · VS code · Collaboration · Communication · User research · UX strategy · Design system · Agile

Work experience

Principal product designer
4Sale | 2024–Present — Cairo, Egypt

4Sale is one of the largest online marketplaces in the Middle East, and easily Kuwait's largest marketplace.

- As the team UI advocate I contribute to design systems, style guides, and UI component libraries, Establishing design patterns, guidelines, and standards for consistent and scalable design across products.
- Collaborate with the cross-functional squad (Hunters) on new products, services, and features, such as highlighting seasonal items and categories to increase sellers' views and clicks by implementing visually appealing and user-friendly solutions. Additionally, align on design requirements and effectively communicate design concepts to stakeholders.

Principal UI designer
Money Fellows | 2022–2024 — Cairo, Egypt

Money Fellows is a digital money circle mobile application that allows users to save money and get access to a lump sum payout ahead of time. It is the largest money circle app in Egypt, with over 4 million users.

- I contribute to design systems, style guides, and UI component libraries, Establishing design patterns, guidelines, and standards for consistent and scalable design across products.
- Provide leadership and mentor UI design teams, fostering high-quality, user-centered designs and promoting design best practices within the organization.
- Collaborate with cross-functional teams to align on design requirements and effectively communicate design concepts to stakeholders.

Senior product designer
Money Fellows | 2020–2022 — Cairo, Egypt

- Work with the product team to develop intuitive user experiences (UX) for fintech products. This includes creating user flows, wireframes, and interactive prototypes to optimize user navigation and task completion in the financial domain.
- I designed the UI to align with UX principles and branding guidelines, creating visually appealing interfaces that convey trust, security, and financial expertise.
- I collaborate with cross-functional teams, presenting design concepts and gathering feedback to ensure alignment and valuable insights from various perspectives.

Senior UI/UX designer
Sarmady – a Vodafone company | 2019–2020 — Cairo, Egypt

A full-service digital media agency in Egypt that has been creating unique, regionally relevant, and trusted content in both Arabic and English since 2001.

- I designed intuitive and visually appealing user interfaces, logos, illustrations, and other visual assets to deliver engaging and memorable user experiences.
- Actively collaborated with cross-functional teams, ensuring alignment and delivering cohesive designs that met project goals.
- I incorporated user feedback and conducted research to ensure designs were user-friendly and met user needs. I maintained consistency with branding guidelines, paying close attention to detail in every design element. I focused on capturing the essence of the brand and creating designs that aligned with the company's brand identity.

Senior graphic designer
The Portal Agency | 2018–2019 — Cairo, Egypt

The Portal is a Global Marketing Consultant and Software Development Agency located in New York, Dubai, Munich and Cairo with a core focus on creative, content, technology & e-commerce.

- I actively led the design operations for all domains, including social media, branding, web, and mobile app designs. I personally monitored and managed a team of juniors and interns to ensure their productivity and success.

Graphic designer
amg` Advertising | 2016–2017 — Cairo, Egypt

Advertising agency, providing ATL, BTL, designs, and production services, working inside Egypt and outside with all kind of industries.

- I supported the design team in creating and executing advertising campaigns that met the clients' needs in Egypt and the MENA region.

Projects

Mabsoot Rotate&Pose® illustration library
https://www.figma.com/design/euc2ZX7J9EqCMjJuAgqbag/mabsoot-Illustrations-Library-1.0-(Demo)?node-id=102-4932&t=VCzvOuIZEC3D1eWr-1

SAPPHIRE DS (Money Fellows DS)
https://www.figma.com/design/swZcNdlqvUn3zAQP8SvYKp/SAPPHIRE-2.0?node-id=1883-1792&t=s8Xl6xonx6bqzQLc-1

Money Fellows join Circle flow
https://www.figma.com/proto/KX3OatdhJsFrqzirMz9VzU/New-Join-flow-%5BAPR-2023%5D?page-id=11963%3A57814&node-id=9081-57170&node-type=FRAME&viewport=4685%2C3467%2C0.3&t=tq7VdBv6P6A0Ag27-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=9081%3A57170

Money Fellows Payout investment product
https://www.figma.com/proto/xlvvslO3zDhjvSdGCTNmoF/Use-the-payout-as-investment?page-id=11963%3A57814&node-id=15133-68806&node-type=CANVAS&viewport=1691%2C-96%2C0.52&t=n6eFO8zq2GU4LF33-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=15133%3A68806

Mercato filgoal (Logo & UI)
https://mercato.filgoal.com/

Fantasy FilGoal (Logo & UI)
https://www.figma.com/file/idF0WYB3vysKSY6oHSnVYW/Fantasy-Prototype?type=design&node-id=1%3A2&mode=design&t=lbTCjSBf9wE4u5wY-1

Publications

Elements of a UI Design language, signifiers, and patterns
https://ibnfahmi.medium.com/elements-of-a-ui-3d5611111fb16

Consciousness of an AI, can they evolve to be a new species?
https://ibnfahmi.medium.com/consciousness-of-an-ai-can-they-murder-us-f9885a081a6

Certificates

Responsive web design
–FreeCodeCamp

https://www.freecodecamp.org/certification/ibnfahmi/responsive-web-design

Enterprise Design Thinking Co-Creator
–IBM

https://www.credly.com/badges/e68b89eb-0744-40cb-belf-858ba77b1285?source=linked_in_profile

Enterprise Design Thinking Practitioner
–IBM

https://www.credly.com/badges/ed9fc6f2-7dbe-4ac3-8cbc-cad087ag9493?source=linked_in_profile

Languages

English Intermediate **Arabic** Native

Education

Bachelor of arts
Mokattam Academy, Cairo
2007–2011