

# Soliman Shaban

## Senior Product Designer | Design Systems · AI · Service Design

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📍 Dubai, UAE

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## Professional Summary

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**Sectors:** Government · Transport · Fintech · Banking · Public Utilities · Education

🏆 **Officially recognized** by **RTA's AI & Data Science Center Director** (2025) for outstanding UX contributions across **4 AI-powered products**, including AI Urban Tool presented live at **GITEX Dubai 2025**, reducing urban planning workflows from **5 days** to **8 hours**

Senior Product Designer with **8+ years** delivering digital products and design systems across government, fintech, and enterprise sectors in the Middle East:

- **Human-centred design & CX strategy:** End-to-end service design across RTA, Dubai Municipality, customer journeys, service blueprints, and **360** services for **12M+** users
- **Enterprise design systems:** Built and maintained **5+ scalable** systems (RTA Portal, Licensing, Mobile App, DDA Shared Channels, Fawry) with design tokens, variables, variants, and **RTL/LTR** support, enabling multi-brand consistency across platforms.
- **UX research leadership:** Led **50+ moderated** usability sessions, translating findings into storytelling-based executive reports that drive strategic decisions.
- **AI-driven design & rapid prototyping:** Proficient in AI tools (v0, Bolt, Lovable, Relume, Framer AI) for rapid concept-to-prototype delivery. Led 4 AI-powered products, including the GITEX 2025 showcase.
- **Government digital transformation:** Designed bilingual Arabic/English experiences for RTA, Dubai Municipality, and Digital Dubai Authority (DDA), customizing shared design systems for government platforms serving **12+ million** users.
- **Cross-functional collaboration:** Facilitating workshops and aligning developers, BAs, and senior government officials (up to Director General level) on complex multi-stakeholder initiatives

## Professional Experience

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### Senior Product Designer · Design System Specialist · UX Research Lead

01/12/2021 – Present | Dubai, UAE

Roads and Transport Authority (RTA), Dubai, UAE

- **Led 0→1** design of **AI Urban Tool** (Urbanist) presented at **GITEX Dubai 2025**: AI-powered visualization tool that transforms photos into professional design concepts. Users upload an image, select an architectural style, and receive multiple AI-generated options—reducing turnaround from **5 days** to **8 hours (85% faster)**.

- Designed DG **Dashboard** for executive leadership (wall screens, web, tablet, mobile) with integrated AI Chatbot enabling natural-language queries and AI Insight section providing automated recommendations on KPI anomalies and data trends to support C-level decision-making.
- Built rapid prototype of LiveUX Insight Engine using AI coding tools (v0, Bolt)-consolidated multi-channel feedback with AI-powered categorization, sentiment analysis, and actionable recommendations.
- Maintain and extend RTA Portal Design System in Figma (**desktop, tablet, mobile**) with advanced components, variants, variables, and RTL/LTR support for **6+ designers**.
- Customized Digital Dubai Authority (**DDA**) **Shared Digital Channels design system** to RTA/S'hail branding using design tokens and variables; delivered responsive designs for web, tablet, and mobile.
- Design complete **Services 360 Policy** connecting public UI, corporate dashboards, and back-office flows: Licensing (reviewers, inspectors, finance, section managers), nol services, Madinati community platform, and RTA Scholarship Program.
- Dubai Municipality (CX Project): Designed end-to-end customer journeys and service blueprints (frontstage, backstage, systems, SLAs) for municipal services; facilitated cross- department workshops aligned with Zero Bureaucracy objectives.
- **Created service blueprints**, user flows, and bilingual user manuals for complex multi-role systems including Happiness Meter kiosk UI and Delivery Sector Excellence Award platform.
- Built UX Lab protocols and moderated **30+ usability sessions** for RTA Dubai app, S'hail, intranet, Tarasul, and internal dashboards; produced storytelling-based reports that transformed low-impact findings into executive-ready insights.
- Facilitate co-creation workshops with government stakeholders to align on target journeys and translate vague requirements into clear information architecture and flows.

## UI/UX & Design Systems Instructor (Freelance)

01/04/2024 – 01/03/2025 | Remote

Sprints, Cairo, Egypt

- Led comprehensive Design System workshops teaching students to build systems from scratch in Figma; hosted live interactive sessions on advanced UI/UX topics and practical applications.
- Reviewed student projects with constructive feedback; collaborated with UI/UX Design Bootcamp on advanced UI design modules emphasizing industry best practices and standards.

## Product Designer

01/01/2021 – 01/12/2021

Fawry Banking and Payment Technology  
Services, Cairo, Egypt

Cairo, Egypt

- Built and launched Fawry's Design System for **2 designers and 2 frontend developers**, enabling faster prototyping and improving UI consistency across teams.
- Redesigned the multi-payment flow for POS devices, streamlining checkout experience and minimizing user errors.
- Improved third-party **e-commerce checkout UX**, aligning interface with Fawry's brand and simplifying user journeys.
- Delivered responsive UI designs for dashboards, checkout modules, and mobile interfaces using Adobe XD and Figma.

- Applied full UX process (research, wireframing, testing) to enhance digital payment workflows, achieving **25% decrease in bounce** rate.
- Collaborated with product, engineering, and business teams ensuring alignment with KPIs: checkout success rate, task completion time, and error rate reduction.

## UX Designer

01/08/2020 – 01/01/2021

Simpleia (UX Design Agency), Cairo, Egypt

Cairo, Egypt

- Redesigned Boubyan Bank ATM interface and mobile app including KYC flows, reward points, and redemption features.
- Designed Z-Laundry app from concept to launch; conducted user interviews and competitor analysis to inform design decisions.
- Collaborated with cross-functional team on diverse client projects; participated in UX workshops and training sessions delivered by the agency.

## Product Designer (Freelance)

01/11/2019 – 01/07/2020

Intertec Systems, Dubai, UAE

Dubai, UAE

- Conducted usability audits and heuristic evaluations for enterprise government systems; redesigned SAI government portal improving information architecture and navigation.

## UI/UX Designer & Front-End Developer

2015 – 2019

Fisheye Solutions HUD Systems Code/Maha

Freelance (Mostaql.com)

- Delivered 5+ web projects end-to-end from wireframing and prototyping through front-end development (HTML5, CSS3, JavaScript, jQuery, Sass).
- Built e-commerce platforms using WordPress and responsive UI techniques; worked with industry trends and CMS solutions.
- Converted designs to production code, focusing on problem-solving and creating intuitive user experiences.

## Education

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### B.Sc. in Science

2012 – 2015

Beni-Suef University, Egypt

# Core Skills

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## AI Product Design

0→1 AI Products LLM  
Integration Conversational  
AI/Chatbot Design Prompt  
Engineering AI Prototyping  
(v0, Bolt, Lovable, Relume,  
Uizard, Framer AI,  
Antegraphy)

## UX Research

Usability Testing Moderated  
Interviews Heuristic  
Evaluations UX Audits.  
Storytelling Reports Co-  
Creation Workshops

## Design Systems

Figma (Variables, Tokens,  
Variants) Component Libraries  
Multi-brand Systems RTL/LTR  
Support Desktop/Mobile/  
Tablet

## Government & Enterprise

Civic Tech Executive  
Dashboards. Data  
Visualization. Bilingual Arabic/  
English Interfaces  
Compliance & Regulations

## Service Design & CX

Customer Journeys Service  
Blueprints 360-Degree  
Services Frontstage/  
Backstage Design Multi-role  
Platforms

## Tools

Figma Adobe XD Miro Framer  
v0 Bolt Lovable Relume  
Uizard Antegraphy HTML5  
CSS3 JavaScript Sass Google  
Analytics Hotjar

# Languages

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## Arabic

Native

## English

Fluent

# Certifications

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## AI Copilot Online Diploma

09/2025

Meska AI

- AI fundamentals, including core concepts, terminology, and real-world impact
- Generative AI and Large Language Models (LLMs)
- Prompt engineering (basic, advanced, and meta-prompting)
- AI-powered content creation (text, images, audio, and video)
- Building AI agents and custom GPTs
- Automation workflows and productivity optimization using AI
- Applying AI across business domains: finance, e-commerce, and education
- Hands-on projects and a final graduation challenge focused on real-world use cases

## Design System Bootcamp

02/2024

Maven (with Molly Hellmuth)

Built and documented scalable design systems using advanced Figma features through a hands-on cohort bootcamp.

## UX Research Cross-Skilling Nanodegree

2022

Udacity

Completed a certified program focused on user research fundamentals, including usability testing, user interviews, research planning, insights synthesis, and translating research findings into actionable design decisions.

## Design Mentorship Mastery - ADPList

2022

## Recognition

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### Official Appreciation - RTA AI & Data Science Center

20/12/2025

Director of AI & Data Science Center

- Recognized by the Director of AI & Data Science Center for outstanding UX contributions
- Contributed to **4 AI-powered dashboards**: Urbanist (GITEX 2025), HR Attendance, Panorama, and AI-as-a-Service
- Praised for innovative problem-solving and on-time delivery across complex AI initiatives
- Directly supported RTA's strategic objectives in Digital Services and data-driven decision-making