

# Shimaa Hassan

Principal Product Designer

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## Experience



### Principal Product Designer

Jul 2020 - Present (4 year 3 month)

Square / Remote

- Lead large scale initiatives to drive consistency and innovation as part of the design systems team, serving 250+ product designers.
- Collaborate with 26 engineers pushing creative boundaries across multiple platforms (iOS, Android and Web). Integrate research and data to support innovative design solutions.
- Craft and deliver compelling system adoption strategies to leadership, resulting in substantial increase in engagement across the organization.
- Advocate for accessibility and better usability across Square's POS apps and Dashboard tools.
- Created a culture of sharing knowledge and elevating the design crafts. eg, 1% better program, Hosted Demo Days, #figma-events.



### Senior Product Designer

Jul 2019 - Jun 2020 (1 year)

Ritual.co / Toronto, Canada

- Spearheaded the design and launch of their self-serve menu tool, empowering merchants to take control of their menus and saving the company valuable time and resources.
- Led the design and launch of Ritual ONE, their first-party ordering platform.
- Redesigned the Ritual app's restaurant menu experience to improve usability and highlight their rewards program.
- Led the Toast design system for merchant-facing products, enabling the team to design, test, and launch more efficiently.



### Senior Product Designer

Apr 2016 - Jul 2019 (3 years 4 months)

Tulip Retail / Toronto, Canada

- Leading the product design strategy and process across the entire Tulip product line.
- Collaborating with Apple (Tulip's key partner) to build a strong partnership and leverage their design expertise.
- Spearheaded the creation of the Bloom design system, defining its foundation and UI components.
- Led the design of a mobile point-of-sale app for Indigo, which was so successful that it was transformed into a SaaS product used by major clients like Saks and Chanel.



### UI/UX Designer

Nov 2014 - Apr 2016 (1 year 6 months)

Unata Inc., an Instacart Company / Toronto, Canada

- As the founding designer at Unata, I led the user experience and interaction design of the entire Unata Platform, managing the product design process from 0-1.
- Contributed to client solutions, maintained a service-minded approach, and upheld Unata's core values.
- Worked closely with the marketing team on various initiatives and participated in weekly demos with leadership, ensuring efficient and seamless user experiences across all projects.



## UI/UX Designer

Jan 2014 - Oct 2014

Freelance / Toronto, Canada

Worked on various freelancing projects while I was moving from Egypt to Canada.



## UI/UX Designer

2013

GulfSIP / Egypt



## Web Designer

2012

Salesboom.com Cloud CRM & SFA / Egypt



## Graphic Designer

2010

Job Nile - Recruitment & HR Consultancy / Egypt



## Web Designer / Front end developer

2008

Faculty of Engineering, Alexandria University / Egypt

## Education



### Alexandria University, Bachelor of Science (BSc)

2004 - 2008

Agriculture Science / Egypt



### Graphic Design Diploma, New Horizons Training Center

2009

Graphic Design (Adobe Creative Suite), 3D animation (Autodesk 3D Max, AutoCAD)



### MCIT scholarship

2011

Oracle Certified Programmer, Web Application Development



### Oracle Certified Professional, Java SE 6 Programmer

2012

Oracle

## Skills

Strategic thinking • Product design • Leadership • Teamwork • Communication • Design thinking • Project planning • Design systems • Figma • B2B • B2B2C • B2C SaaS • Research • Accessibility • Data • Metrics • Creative • Graphic design • Mobile app design • iOS • iPhone • iPad • Android • Web design • Web application • Responsive design • Adaptive design • Front end development • Storybook • UIKit • Styleguide • Brand guidelines • Point of Sale (POS) Systems • Commerce • Retail • Restaurant • QSR • Checkout Platform conversions • Omni channel • Fulfillment • Shopping • Social • AI • MLL • Machine Learning • ChatGPT • Groq • Image generation • UI UX design • Engineering collaboration • Building strong relationships • Design Tokens • Documentation • Website builder • Editor • Tooling • Design operations