

TARIQ ABUBAKER

Product Experience & Design Leader | Product Strategy | Design Leadership
20+ Years of Experience | Ex Head of Creative, Yahoo! | Ex Designer Team Leader, Maktoob Group

Amman, Jordan | +962 777 33 7020 | tariq_abubaker@yahoo.com | linkedin.com/in/tariqabubaker

Languages: **Arabic** (Native), **English** (Fluent) | Portfolio: www.tariqabubaker.com

Product Experience & Design Leader with 20+ years of experience shaping digital products, platforms, and design teams across AI, SaaS, media, publishing, and consumer experiences. My career spans hands-on digital design and UX leadership at Maktoob and Yahoo!, creative and experience leadership at 7awi Media Group, and current product design leadership at KAITLab.

I combine product strategy, experience architecture, design systems, research, and hands-on product design to translate complex user, business, and technical requirements into clear, scalable experiences. I lead cross-functional teams while remaining close to critical product work, from user flows and interaction models to prototyping, high-fidelity design, validation, and delivery.

Core Expertise

Product Strategy | UX Strategy | Product Design | UX/UI Design | Experience Architecture | Design Systems | User Research & Usability Testing | Information Architecture | Interaction Design | AI-Enabled Product Experiences | Creative Direction | Design Leadership | Cross-Functional Leadership | Stakeholder Management

Professional Experience

KAITLab | Head of UX & Product Design

Oct 2025 – Present | [Amman, Jordan](#) | [Remote \(US\)](#)

- Lead product experience strategy and hands-on design for an AI-powered mathematics learning and analytics platform spanning student, teacher, school manager, and district manager experiences.
- Shape product architecture, complex workflows, interaction models, prototypes, and a shared design system across the learning ecosystem.
- Partner with Product, Engineering, AI research, and education stakeholders to translate assessment data, mathematical work, AI analysis, and personalized training into clear, actionable product experiences.
- Lead user research, testing, design validation, iterative refinement, and design quality across live product features.

Key Achievements:

- Delivered UX/UI designs for learning-platform features now live in production.
- Established a shared design system across student, teacher, school manager, and district manager experiences.

7awi Media Group | Advisor / Strategic UX & Product Design

Oct 2025 – Present | [Amman, Jordan](#)

- Advise on product strategy, experience direction, AI-enabled products, design systems, and strategic digital initiatives.
- Support product and leadership teams in evaluating opportunities, improving experience quality, and aligning design decisions with user, brand, and business needs.

7awi Media Group | Chief Experience Officer (CXO)

Jan 2023 – Oct 2025 | [Amman, Jordan](#)

- Led experience strategy across 7awi's products, platforms, and client initiatives, connecting UX, product design, creative direction, emerging technologies, and business priorities.
- Partnered with Product, Engineering, Content, Marketing, and business teams to define product vision, user requirements, design standards, and scalable experience frameworks.
- Led and mentored multidisciplinary teams, establishing design processes, quality standards, and stronger collaboration across disciplines.
- Directed experience and design initiatives for regional and international clients including L'Oréal, LG, Dubai Tourism, and Honor.

Key Achievements:

- Directed the redesign of 7awi's flagship digital platforms, contributing to a 35% increase in user engagement.
- Implemented a unified design system that strengthened consistency and collaboration across design and engineering teams.
- Led AI and immersive experience initiatives that generated 500M+ views and 400M+ plays, earning three Snapchat innovation awards.

7awi Media Group | Creative Director

Oct 2012 – Jan 2023 | [Amman, Jordan](#)

- Led creative and digital design direction across a growing portfolio of media brands, digital products, B2B platforms, content ecosystems, and client experiences.
- Directed UX/UI, brand, and creative work while building teams, design standards, workflows, and scalable systems across the organization.

- Partnered with Product, Engineering, Editorial, Marketing, and commercial teams to translate business and audience needs into effective digital experiences.
- Served as strategic and creative lead for major client accounts including L'Oréal, Samsung, Smart Dubai, Sky News Arabia, SHEIN, LINE, and The National.

Key Achievements:

- Helped secure a major global client engagement through a strategic UX/UI proposal combining customer experience, creative direction, and business objectives.
- Led the creative team to a 98% project approval rate across delivered UX/UI and creative work.
- Led the evolution and rebranding of 7awi's digital products, establishing more consistent brand systems and creative standards across the portfolio.

Yahoo! | Head of Creative

May 2012 – Oct 2012 | Amman, Jordan

- Led creative direction and a cross-regional UX/UI team across Yahoo! regional digital initiatives.
- Connected global Yahoo! design standards with the needs of Middle East audiences, products, and business stakeholders.
- Mentored designers and improved creative workflows and collaboration between Design, Product, Engineering, and business teams.

Key Achievements:

- Introduced cross-functional UX/UI workshops and review practices that reduced average design approval time by 30%.
- Improved creative workflows and review processes, reducing friction and making delivery more predictable across regional initiatives.

Yahoo! | Team Leader, User Experience Design

Nov 2009 – May 2012 | Amman, Jordan

- Led UX design across regional Yahoo! products, collaborating with Product, Engineering, and Marketing from product definition through launch.
- Played a key role in major product initiatives, including the Yahoo! homepage redesign, balancing user needs, content priorities, and commercial requirements.
- Mentored designers and established design standards, guidelines, reusable templates, and user-centered practices across the team.

Key Achievements:

- Contributed to the Yahoo! homepage redesign, which increased user engagement by 25% and supported a 10% uplift in advertising revenue.
- Established reusable design standards and team practices that improved consistency and strengthened design capability across regional product work.

Maktoob Group | Designer Team Leader

Oct 2005 – Nov 2009 | Amman, Jordan

- Combined hands-on design with team leadership across Maktoob's digital products and large-scale client platforms.
- Led UX/UI delivery while collaborating with Development, Sales, and Project Management teams to translate business and user requirements into effective digital experiences.

Key Achievements:

- Led design delivery across multiple Maktoob products and major client platforms, including STC.
- Helped establish design standards and team practices supporting the growth of Maktoob's digital product portfolio.

Education

BSc in Computer Science & Information Technology

Jordan University of Science and Technology, Jordan.

Graduation Year: 2002.

Skills

Creative & Design Leadership:

User-Centered Design, UX Design, UI Design, UX/UI Strategy, Design Thinking, Service Design, Product Design, Visual Design, Information Architecture, Design Systems & Reusable Components, Arabic & English Interface Design, Right-to-Left (RTL) UX/UI, Accessibility & Inclusive Design, Data-Driven Design, Brand Strategy, Creative Direction, Experience Architecture, AI-Enabled Product & UX Design.

Management & Strategy:

Agile & Lean Methodologies, Cross-Functional Team Leadership, Product & Engineering Collaboration, Product Strategy, Business Transformation, Change Management, Data-Driven Decision Making, Stakeholder & Vendor Management, Budget & Resource Management, Mentorship & Talent Development.

Tools & Platforms:

Figma, Figma Make, Adobe Creative Cloud, Sketch, Miro, Jira, GA4, Hotjar, ChatGPT, Gemini.