

# AbdelRahman Atif

Principal product designer

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## — Summary

i spent +8 years of experience in tech startups as a product designer, mentoring designers and leading product strategies to align with business needs. my work involves creating and implementing full-cycle design systems for multiple platforms, including mobile applications.

## — Most relevant experience

### Principal Product Designer @ Money Fellows

Feb 2023 – Present

- Led the Credit Assessment project, implementing an ML model with data science team, resulting in a 12% reduction in default rates and a decrease in exposure by 56M EGP.
- Led several workshops to mentor designers, align engineers with the Figma workflow & design system, and introduce new experiences to stakeholders.
- Improved the design system and usability, increasing designer satisfaction by 60%.

### Senior Product Designer @ Zyda

Mar 2022 – Dec 2022 [Laid off]

- Redesigned SaaS storefronts, increasing the conversion rate by 23%.
- Designed the dine-in [DYNE] mobile app, increasing customer acquisition by 8%.
- Built SaaS delivery system [VERD] for faster orders, increasing task completion by 9%.

### Senior Product Designer @ Dailymealz

Apr 2020 – Apr 2021

- Partnered with C-level executives to revamp the consumer app user experience, enhancing customer engagement and conversion rates.
- Built a SaaS system for partner companies, increasing customer acquisition by 17%.
- Built the Dailymealz design system.
- Redesigned the Dailymealz official website, increasing the conversion rate by 4%.

## Senior Product Designer @ Bosta

Apr 2019 – Nov 2019

- Built a B2B vendor portal from 0 to 1, achieving 100% automated tracking process.
- Contributed to the new courier app.
- Revamped Bosta's official website, elevating the user and brand experience.
- Received a promotion to Senior Product Designer.

## Product Designer @ Hawaya, prev: Harmonica

Jun 2018 – Sep 2018 [Contract]

- Redesigned the mobile app, implementing the new brand identity and guidelines, which led to an acquisition by MATCH Group.

## Creative Manager @ Iqraaly

Nov 2016 – Jun 2018

- Revamped the mobile app with a new experience after a 2-year App Store removal.
- Honored with App of The Day at App Store.
- Crafted a new logo, typeface, and branding strategy.

## — Clients & Projects

Brandworx [EG], Falak [KSA], VitaCare [KSA], The Shura Council [KSA], OVU. [Jordan], Digital Egypt [EG], Kojak [EG], Temraza [EG]

## — Core Skills

Mentoring, Design systems, Strategic design thinking Interaction Design, Prototyping, Icon design, UX writing, User interviews, Usability testing, Human centered design, User research, User flows

## — Education

### Faculty of Engineering @ Minia University

Jul 2012 – Jan 2016 [Paused]

- Mechatronics & Industrial Robotics