



# Robert Sfeir

Lead Product Designer @EPAM  
Ex-Chief Design Officer @Hoory AI

## ABOUT

I'm a Product Designer with 10+ years of experience turning strategy into scalable design. I've led UX, branding, and system design for startups and global names like Fjällräven and Audi.

Whether building AI SaaS platforms, CRM tools, or restaurant apps, I focus on creating interfaces that are sharp, intuitive, and ready to grow. I've managed and mentored teams, shaped over 20 projects, and love turning big ideas into products that truly perform.

## EXPERIENCE



### Lead Product Designer

EPAM · 2025 - CURRENT

At EPAM, I work across ADNOC projects, designing digital platforms for both internal teams and external users.

I collaborate closely with product and business stakeholders to turn complex requirements into clear, polished experiences.

I've also contributed to shaping the design system for FANAR, helping establish a consistent and scalable foundation across the product.



### Chief Design Officer

HOORY AI · 2020-2025

Directed the design strategy across product and brand for **Hoory AI**, an AI SaaS platform. Managed a multidisciplinary team of 8 designers, working closely with stakeholders to deliver trend-forward UX.

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Spearheaded a full platform redesign and design system implementation in collaboration with developers, enabling scalable growth.

Drove a product and brand revamp that boosted user adoption by 60–70% and positioned the company for global visibility.

- Built a unified design system for long-term scalability
- Introduced design rituals to improve cross-team collaboration
- Oversaw the successful launch of the redesigned **Hoory** platform
- Elevated the visual identity to support international growth

## Product Designer

UCRAFT SPECIAL PROJECTS · 2020–2025

Redesigned **SpringBuilder** from version 1 to 2 by implementing a scalable design system and managing developer collaboration to ensure accuracy and consistency.

This shift increased the product's annual value from \$20,000 to \$50,000. Also created and launched the initial platforms for **FTNFT** and **Fastex**, defining early experiences for crypto wallets and NFT marketplaces under the **Ucraft** umbrella.

- Collaborated with developers to maintain visual and functional precision
- Defined foundational UX for **FTNFT** and **Fastex** platforms
- Aligned design efforts across multiple **Ucraft** products and teams
- Contributed to product growth through systemized, scalable design



## Lead Designer

INTERESTING TIMES · 2019–2020

Joined as the first design hire in the newly formed digital department.

Worked on high-impact digital experiences for brands across the MENA region, including **Red Bull**, **Absolut**, the **Dubai Government**, and **Tamm**. Focused on translating brand energy into interactive web experiences, campaigns, and event platforms.

- Designed digital activations for **Red Bull** events and **Absolut** campaigns
- Contributed to the UX and UI of websites for the **Dubai Government** and **Tamm**
- Helped shape the department's design process and visual direction
- Collaborated with developers and brand teams to deliver regionally relevant work



## Senior UI UX Designer

NYMCARD · 2018-2019

Joined the product team in the early stages of **NymCard**, a rising fintech platform serving the MENA region.

Worked directly with stakeholders to design mobile app experiences, payment flows, and digital card interfaces. Gained deep fintech knowledge through rapid iterations as the product scaled quickly across the region.

- Designed core mobile app experiences for payments and digital card management
- Collaborated closely with stakeholders to align product vision and UX delivery
- Contributed to the fast-paced growth of **NymCard** during a key expansion phase
- Helped shape the design foundation for a fintech platform used across the MENA region



## UI UX Designer

ATBAKI · 2015-2018

Transitioned from advertising into product design by joining **Atbaki**, a fast-growing Arabic cooking platform with over 21,000 recipes.

As the sole designer, I helped shape the product's UX and visual identity during a key growth phase.

Coming from a graphic design background, I brought experience from working with major regional brands and quickly adapted to the fast-paced world of startups.

- Designed web and mobile interfaces for browsing, sharing, and saving recipes
- Improved overall user flow and layout for Arabic-speaking audiences
- Collaborated directly with founders and developers to ship features quickly
- Gained hands-on product and UX experience while contributing to a platform used by millions across the region



## Creative Designer

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Worked independently across **graphic, product, and brand design**, collaborating with clients in the **MENA region, Europe, and Armenia**.

Partnered with startups, global brands, and creative teams while also growing the design community through education and mentorship.

- Designed for brands such as **Fjällräven, Toggo, AUDI, Saudi Payments, Saudi Cargo**, and **Prodmap AI**
- Founded and designed **Sitme**, a startup focused on digital dining experiences in Armenia
- Delivered UI/UX, visual identity, and strategy work for early-stage startups and established businesses
- Led the **Figma Yerevan Chapter**, mentoring over 20 students through workshops and continuous learning
- Created a collaborative learning environment that continues to grow through peer support and shared knowledge

## EDUCATION

### Bachelor Of Arts (BA), Graphic Design

BACHELOR OF ARTS (BA) GRAPHIC DESIGN · 2010 - 2013

### Bachelor's Degree In Sociology & Economics

UNIVERSITAT RAMON LLULL · 2016-2020

## WORKSHOPS & ACHIEVEMENTS

### Fjällräven Design System Workshop

FJÄLLRÄVEN · 2024

Conducted a hands-on workshop for the Fjällräven design team in Sweden, presenting the new design system I created. Covered implementation, usage principles, and scalable workflows to ensure team-wide adoption and consistency.

### Figma Community Advocate

YEREVAN · ARMENIA · 2024

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SKILLS / STACK

React

Typescript

Tailwind CSS

Shad CN



LANGUAGES

|          |        |
|----------|--------|
| English  | Fluent |
| Arabic   | Fluent |
| Armenian | Native |

CONTACT

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