ABDULRAHMAN ANAAM

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PRODUCT DESIGNER

UX/UI Designer ▪ **Product Designing** ▪ **Project Management** ▪ **Digital Solutions Development** ▪ **High-Fidelity Prototyping**

Creative Product Designer with 6+ years of experience designing innovative, user-centric solutions that drive business success. Proven record of enhancing user experiences and driving measurable outcomes, such as increased engagement, satisfaction, and revenue growth. Recognized for utilizing a blend of design thinking, user research, and agile methodologies to deliver intuitive, impactful, and visually engaging products. Skilled in collaborating with cross-functional teams, including UX researchers, developers, and product managers to ensure seamless integration of design into the product lifecycle. Expertise in developing and executing design strategies that align with business objectives, optimizing user experiences, and increasing product adoption. Skilled in wireframing, prototyping, user testing, and iterative design cycles with a keen eye for detail and a focus on continuous improvement.

CORE COMPETENCIES

User-Centered Design **|** UX Research **|** Interaction Design **|** User Journey Mapping **|** Dynamic UI Development **|** Mobile-First Design **|** Human-Computer Interaction (HCI) **|** Usability Testing **|** Design Sprint **|** Information Architecture **|** Team Building & Leadership **|** User Interface Design Patterns **|** Brand Identity Design **|** User Flow Creation **|** Strategic Planning **|** Design System Development **|** A/B Testing **|** Customer Experience Optimization **|** Frontend Development **|** Financial Technology Solutions **|** Software Development

TECHNICAL SKILLS

Figma ▪ **Adobe XD** ▪ **Invision** ▪ **Sketch** ▪ **Jira** ▪ **Confluence** ▪ **Framer** ▪ **Maze** ▪ **Photoshop**

Illustrator ▪ **Premier Pro** ▪ **Miro** ▪ **SurveyMonkey** ▪ **Trello** ▪ **Blender**

PROFESSIONAL EXPERIENCE

SENIOR PRODUCT DESIGNER: Cyprus Paradise ▪ Dubai, UAE *(UK's Leading Cyprus Tour Operator)* **Apr 2022 – Present**

- Developed and enforced design standards to boost project efficiency and ensure uniformity across mu+ltiple initiatives.
- Steered rebranding and product development efforts across fintech, tourism, and real estate sectors with a keen focus on strengthening market positioning and brand identity.
- Empowered team members through targeted training, advancing proficiency in UX research and customer-centered product development to innovate impactful solutions.
- Pioneered a strategic overhaul of CyprusParadise.com's digital interface to catalyze a 310% rise in client engagement and transform conversion rates from 0.8% to 3% **which contributed £4.8M in new revenue streams.**
- Spearheaded the **successful launch of Premier World Choice and a suite of new products** to elevate brand visibility and drive substantial market positioning gains.
- Forged strategic alliances with industry leaders, such as Cyprus Premier and Travel Max while heading innovative design concepts **that propelled a 34% increase in revenue.**
- Leveraged leadership capabilities to guide a team of 4 designers accountable directly to shareholders.
- Achieved a remarkable rise in user engagement and **enhanced web bookings from 20% to 75%** by architecting a complete overhaul of CyprusParadise.com.
- Engineered the Paradise Pay app to resolve payment challenges for tourists and maximize their travel experience.

PRODUCT DESIGNER: IS Bank ▪ Kyrenia, Cyprus *(Offers Banking Products and Services)* **Dec 2020 – Mar 2022**

- Optimized the Paradise Pay app with a mobile-first design, **which resulted in a 50% surge in adoption and a notable enhancement in user engagement and satisfaction.**

- **Recognized for attaining a 40% reduction in design iteration time** and improving the efficiency and productivity of the product development team by introducing a scalable design system.
- Orchestrated team efforts to expedite the Paradise Pay product design to successfully deliver the project 2 weeks ahead of schedule, maximize efficiency, and ensure timely completion.
- **Increased user satisfaction by 30%** through a focus on intuitive, user-centric design principles and administering the product design for Paradise Pay.

PRODUCT DESIGNER: Neptune Securities ▪ Agios Sergios, Cyprus *(A Forex Derivatives Broker)*   **Apr 2018 – Nov 2020**

- Improved user experience and customer satisfaction metrics **by 25% by preparing and executing user-focused design plans.**
- Collaborated with the UX Research team to conduct usability testing that resulted in **leading to a 15% decrease in bounce rates and a more engaging user experience.**
- Initiated agile methodologies to optimize the design process and **slashed time-to-market for new product releases by 20%.**
- Coordinated with a team of 3 designers and worked with UX researchers and developers to align design strategies with user needs and technical requirements.
- Pioneered innovative design concepts that directly **contributed to a 34% revenue growth.**
- Conceptualized, designed, and introduced 2 applications, including a Fintech app and a Gym app.
- Led cross-functional teams to seamlessly integrate design into product development for enhancing product quality.

KEY CLIENTS

Qatar Airways ▪ Turkish Online ▪ Premier World Choice ▪ Acapulco Hotel ▪ Baguette

Cyprus Paradise ▪ ParadisePay ▪ Sushi Box ▪ FitFusion

KEY PROJECTS

Smart Gym App (Website Redesign) ▪ Tourism & Travel (Website Redesign) ▪ TikTok Wallet Concept ▪ Digital Wallet App (Catering to the Unique Needs of the Cypriot Market) ▪ Online Banking App (App Redesign) ▪ Cinema Ticking App

EDUCATION

Near East University – Nicosia, Cyprus (2017)
BACHELOR'S, ARCHITECTURAL DESIGN

PROFESSIONAL CERTIFICATIONS

Google Graduation Program, Coursera, Online (2018)

Foundations of User Experience (UX) Design ▪ Start the UX Design Process: Empathize, Define, & Ideate ▪ Build Wireframes & Low-Fidelity Prototypes ▪ Conduct UX Research & Test Early Concepts ▪ Create High-Fidelity Designs & Prototypes in Figma ▪ Build Dynamic User Interfaces (UI) for Websites ▪ Design a User Experience for Social Good & Prepare for Jobs

LANGUAGES

Arabic (Native) ▪ English (Fluent) ▪ Turkish (Fluent)