Ahmed Ashour

Senior Product Designer

Engineering-trained product designer · Design systems · 10+ years shipping SaaS, mobile and e-commerce products

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Cairo, Egypt · Available immediately · Open to relocation

PROFILE

I studied Electronics & Communications Engineering, so I design the way an engineer thinks: start with constraints, trace the failure modes, then build the system. Over 10+ years I've taken three B2B SaaS products from 0→1, co-built a Figma-native design system used across three engineering squads, and built and led a UX team while still designing hands-on every day.

EXPERIENCE

Senior Product Designer · Head of UX · Intouch · El Gouna, Egypt Aug 2020 – Oct 2026

Retail media platform that turns retailers' in-store screens, audio and signage into an advertising network, live across 61,000+ media points on three continents. Joined as the sole designer and grew into Head of UX, owning design across the full product suite.

- Led design and delivery of 3 core B2B SaaS products from 0→1, now live for retailers across Europe, Latin America and MENA (incl. Saudi Arabia and UAE).
- Co-built Intouch's design system with Figma Variables, Auto Layout and a 44-component library, reducing handoff friction and UI bug reports across 3 engineering squads.
- Drove a 40% improvement in user retention through a data-informed redesign of core flows, validated with usability testing and product analytics.
- Built and led the UX team: design process, critique cadence and cross-functional workflow with PMs and engineers in Agile.
- Owned design strategy for mobile and web, from discovery and problem framing through IA, interaction design and Figma Dev Mode handoff.

UX/UI Designer → Senior UX/UI Designer · Inmobly · Cairo, Egypt Aug 2013 – Aug 2020

Product studio building consumer and enterprise mobile apps for clients across MENA and Europe.

- Redesigned UX flows for 6+ consumer mobile apps using Jobs-to-be-Done framing and iterative usability testing, improving task completion and reducing onboarding drop-off.
- Built and maintained design systems for client products (reusable components, brand tokens, pattern libraries), cutting production time across projects.
- Ran the UX process end to end: research, journey mapping, wireframes, high-fidelity Figma prototypes and direct client design reviews.
- Moved the team's handoff from Zeplin to Figma-native annotations, working closely with front-end engineers on implementation accuracy.
- Mentored junior designers and shaped the team's critique and iteration culture.

Senior UX/UI Designer · Freelance & contract · Cairo, Egypt Feb 2016 – Oct 2021

Client work alongside full-time roles, for Nodens (B2B) and Smardex (fintech).

- Designed a custom CRM interface on Odoo for Nodens, balancing functional complexity with usable UI patterns.
- Delivered brand systems, campaign assets, reusable UI components and After Effects motion assets for web and mobile marketing.

SELECTED WORK

- **Intouch Live & Intouch Ads**: Two-sided retail media platform: retailer operations console and advertiser self-serve portal, served from one codebase. aashour.com/work/intouch-retail-media-platform
- **A Design System for Two Products**: 44 shared components and 75 tokens per mode, with per-product branding derived from one token set. aashour.com/case-studies/design-system-two-products

- **DesignGuard**: AI-powered design QA CLI that catches design inconsistencies in Figma files before they reach developers. github.com/aashour-gd/designguard
- **AFIF**: Child safety app, live on Google Play. Designed so children know when they are being monitored. aashour.com/case-studies/afif
- **Medu Design System**: Free, production-ready Figma design system: tokens, 21 components, patterns and templates. figma.com/community/file/1677113048340520722/medu-design-system

SKILLS

Design & Prototyping: Figma (Variables, Auto Layout, Dev Mode, Components), FigJam, Framer, ProtoPie

Design Systems: Design Tokens, Component Libraries, Design Ops, Storybook handoff, Style Dictionary

UX Methods: User Research, Usability Testing, Jobs-to-be-Done, Journey Mapping, Information Architecture, A/B Testing, Heuristic Evaluation, Design Sprints

AI-Assisted Design: Built DesignGuard (AI design-QA CLI), Claude Code, Claude Design, Figma AI, Prompt-to-prototype workflows

Analytics & Accessibility: Maze, Mixpanel, Amplitude, Product Analytics, WCAG 2.2

Technical: HTML/CSS, Next.js, Front-end collaboration, API integration

Collaboration: Notion, Linear, Jira, Agile / Scrum

Visual & Motion: Illustrator, Photoshop, After Effects

EDUCATION

Bachelor of Science, Electronics & Communications Engineering · Cairo University, 2014

Google UX Design Professional Certificate · Google

UX Design Advanced Track + Web Development Challenger · Udacity

Open to Senior & Lead Product Designer roles · Saudi Arabia & Gulf · Remote Europe · Egypt