

Abdelrahman 'Wahab' Abdelwahab

Lead Product Designer

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PROFESSIONAL SUMMARY

Full-stack product designer and design lead with 8+ years experience in digital transformation across fintech, telco, Web3, AI and SaaS. Skilled in building design practices from the ground up, mentoring teams, and delivering data-driven, scalable user experiences. Equally hands-on in UX, UI, prototyping and design systems, with a strong focus on accessibility and aligning design with business impact.

EXPERIENCE

du (Telecom)

Product Design Lead | Dubai, UAE

Jun '22 - Present

- Led and mentored a team of mid- to senior-level designers, shaping B2B/B2C experiences and aligning cross-functional squads for major digital transformation initiatives.
- Delivered a new digital onboarding experience that doubled conversion rates, directly improving customer activation across all channels.
- Unified design processes, scaling standards with a shared system and governance—accelerating feature delivery and cross-brand quality.
- Selected to lead the Innovation & AI Squad, partnering with executives and architects to set strategic vision, define KPIs, and drive rapid, AI-powered experimentation.

Welfare Group (PropTech, FinTech, Web3, AI)

Fractional Design Manager (Consultant) | Remote/UAE

Nov '23 - Present

- Built the design practice from scratch, hiring and scaling a team of 2 full-time designers to deliver across multiple Web3 and fintech ventures.
- Led design for Propchain, Welf, and Prop.com, creating unified UX and brand systems for tokenization, multi-wallet, and marketplace products.
- Developed a multi-brand design system that enabled rapid design-to-dev automation, accelerating releases and improving cross-team QA efficiency.
- This foundation enabled delivery of 3 unique products and 25 total epics in under a year, achieving record speed-to-market across the Welfare ecosystem while maintaining overall quality.
- Collaborated with leadership to define product strategy, usability standards, and applying AI into the day-to-day to increase productivity

Hala (InsurTech)

Senior Product Designer | Abu Dhabi, UAE

Jun '21 - Jun '22

- Redesigned the car insurance quote journey, reducing abandonment rate from 86.2% to 53.6% and improving overall conversion. Sold \$3M+ in policies to 10,000+ users.
- Optimized the car info and contact capture flow, resulting in a 2× increase in completion, from ~20% to ~40% during the same period.
- Scaled the website for multi-product expansion (Car & Home Insurance), ensuring flexibility for future offerings.
- Leveraged GA, Hotjar, and survey insights to iterate on UX improvements and drive data-informed design decisions.

EXPERIENCE

Thndr (FinTech Investment Platform)

Founding Product Designer | Cairo, Egypt

May '21 - July '21
(Part-Time) Nov '20 - Apr '21

- Served as the founding product designer, establishing the foundation for a scalable experience that now supports millions of users across MENA.
- Led UX and UI redesigns that resulted in a 4× increase in conversion from sign-up to funded wallet.
- Helped drive first-time investor adoption from 60% to 90%, expanding Thndr's reach among new market entrants.
- Contributed to growth milestones, including Thndr accounting for 36% of all new investors on the Egyptian Exchange (EGX).
- Built the initial design system, enabling faster feature delivery and long-term visual consistency.
- Collaborated closely with product and engineering teams to translate research insights into intuitive, high-impact user flows.

LavaLoon (Software House)

UI/UX Designer | Cairo, Egypt

Mar '20 - May '21

- Designed B2B platforms (HR, POS, Logistics) and B2C products (Scooter Rental, Food Delivery) for clients in Egypt, Qatar, and KSA.
- Delivered full product experiences from wireframes to final UI and motion assets.

GIMPEX (EduTech)

UX/UI & Marketing Designer | Cairo, Egypt

May '18 - Mar '20

- Designed Rafikee, an online tutoring platform (web + mobile), handling UI/UX, branding, and multimedia content.
- Produced marketing materials, videos, and social content to drive awareness and acquisition.

CERTIFICATIONS

Nielsen Norman Group (NN/G)

Omnichannel Journeys & Customer Experience

Mar '22

EDUCATION

German University In Cairo

B.Sc. Mechatronics Engineering

'13 - '18

SKILLS

Design	Tools	Languages
UX & Strategy	Figma	English (Fluent)
Research	Miro	Arabic (Native)
Interaction Design	Jira, Linear	German (Basic A2.1)
Design Systems	Adobe Creative Suite	
Usability Testing	Hotjar, Mixpanel	
Conversion Optimization	Lovable	
AI Prompting	ChatGPT, Midjourney	