

Experience

Senior Product Designer Aurora AI Dubai, UAE June 2024 — Present	Lead the design of product features from discovery through delivery, improving usability and aligning product decisions with user research insights. I conduct research, usability testing, and stakeholder workshops to inform decisions. I design scalable components and contribute to design systems that support consistency and efficient development across the platform.
Senior UI UX Designer Hard Target Riyadh - KSA (Remote) November 2021 — June 2024	Partnered with cross-functional teams to define product goals and translate research insights into intuitive, user-centered experiences. I developed information architecture, user flows, wireframes, prototypes, and high-fidelity interfaces across the product lifecycle. Working closely with developers during implementation, I helped establish and maintain design standards to ensure scalable, consistent product and brand experiences.
Senior UI UX Designer Freelance (alongside full-time roles) August 2018 — Present	Collaborated with startups and organizations to deliver UX and product design solutions across multiple client engagements. Led discovery, then translated insights into shipped products — including Mostafeed+, an aid distribution app built with Tadamoun and used in the field in Sudan, alongside Moodie and Sportive.
Visual Designer FMSI Mar 2019 — Jan 2021	Collaborated with internal teams to create visual communication assets supporting marketing campaigns and organizational initiatives. Designed digital advertisements, social media content, and promotional materials aligned with brand guidelines and organizational objectives.

Education

BS Computer Science & Mathematics, University of Khartoum Feb 2025
Google UX Design Professional Certificate Mar 2024
Meta Front-End Developer Specialization May 2024
IBM Product Manager Specialization Mar 2026

Skills

Design	UX	Frontend
Adobe Creative Suite Figma Framer Webflow AI-Assisted Design Tools	Design Systems User Research Wireframing Prototyping Usability Testing	HTML CSS Tailwind JavaScript API Collaboration