Ahmed A. Zaki

UI/UX Technical Lead · Design Systems · Arabic/RTL Product Design

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Mohandseen, Giza, Egypt · Remote / Hybrid / On-site · Open to relocation

SUMMARY

UI/UX Technical Lead and front-end developer with 12+ years of experience designing accessible, responsive, user-centric digital products for government, enterprise, fintech, legal, infrastructure, e-commerce and healthcare clients across Saudi Arabia, the UAE, Qatar, Kuwait, Egypt and the US. I lead a team of 6 designers across a 17-project portfolio, own the design system, and bridge design and engineering from discovery and research through prototyping to implementation. Long-standing specialist in Arabic/RTL and bilingual EN/AR interfaces. I moved my team to an AI-driven design workflow and build custom tooling around Figma to audit, estimate and standardize design work.

12+	100+	6	17	158	34
years in UI/UX	clients served	designers led	active projects	screens, one platform	component library

SKILLS

UX & Design

UI/UX design, user flows and journeys, wireframing, interactive prototyping, interaction design, information architecture, responsive and mobile-first design, UX audits, UX strategy

Research & Testing

User research, usability testing, A/B testing with Maze, feedback and analytics-informed iteration, WCAG accessibility

Front-End & Web

React, TypeScript, JavaScript (advanced), HTML/CSS, Tailwind CSS, Next.js, WordPress (Elementor Pro, WPML), Salla, Supabase

Tools

Figma (advanced), FigJam, Figma MCP / Desktop Bridge, Adobe XD, Sketch, Photoshop, Illustrator, InVision, Balsamiq, Maze, Jira, Notion, Slack, VS Code

Design Systems

Figma component libraries, variants, Auto Layout, design tokens, usage guidelines, governance, developer handoff documentation

Arabic / RTL

Native Arabic; RTL layouts, EN/AR bilingual interfaces, Arabic typography (Tajawal, Amiri, IBM Plex Arabic), bilingual content review

Leadership

Team management, mentoring, design reviews and critique, hiring, Agile/Scrum, stakeholder communication, client management

AI-Driven Workflow

Figma MCP automation, custom Claude skills for design operations, AI-assisted prototyping and documentation, IBM AI Fundamentals

EXPERIENCE

UI/UX Technical Lead · FlairsTech
Dec 2024 – Present

Cairo, Egypt

- Lead and mentor a team of 6 designers across a 17-project portfolio: planning, execution, QA and stakeholder reporting.
- Set quality benchmarks, run design reviews and critique, and own the design system: Figma component libraries, tokens and usage guidelines.
- Moved the team to an AI-driven design workflow using Figma MCP; grew junior designers to own a project end to end, with review roles in place so each returns a reviewed final product.
- Produce documentation with every delivery so developers can build without gaps; partner with product managers, engineers and QA on discovery, usability testing and delivery quality.
- Led hiring for a Senior UI/UX Designer role: job description, sourcing post and phone screening guide.
- Clients span government, legal, financial, infrastructure and dental sectors in Saudi Arabia, Qatar, Kuwait and the US.

UI/UX Designer & Interface Specialist · ELM
Nov 2024 – Mar 2026

Remote · Saudi Arabia · in parallel with FlairsTech

- Designed end-to-end UX for enterprise-scale digital products serving millions of users across Saudi Arabia.
- Ran the full UX workflow in Figma: research, information architecture, wireframes, high-fidelity prototypes and usability testing, including A/B testing with Maze.
- Translated complex government-scale requirements into clear experiences under tight timelines; mentored ELM team members and partnered with product and engineering.

Senior UI/UX & Product Designer · Freelance / WebDash Studio
2023 – Present

Remote · MENA and US clients

- Delivered end-to-end UX/UI for dental tech (3DDX, USA), Saudi cultural platforms (Aljaless) and enterprise software.
- Ran UX audits that identified ~40 missing screens across authentication, discovery, community and payment flows.
- Built fully wired Figma prototypes for all major journeys and token-based design systems with developer handoff documentation.
- Produced UX strategy documents: competitor analysis, sitemaps, IA diagrams, homepage flows and client-facing deliverables.
- Designed and built bilingual AR/EN WordPress sites and landing pages (Elementor Pro, WPML) for law firms in Saudi Arabia and the UAE, plus an Arabic Salla e-commerce store.
- Migrated six WordPress sites between servers, including database extraction, transfer and configuration updates.

UX / Graphic Design Contributor · Saudi Hajj & Umrah Sector
2024

Remote · Saudi Arabia

- Designed an official infographic for a formal Hajj sector event, printed and displayed at the event in the presence of the Minister of Hajj.

Senior UI/UX Designer · Digital Nexa
2021 – 2024

UAE · Remote

- Built sitemaps, user flows and Figma prototypes for client products across fintech, real estate and e-commerce, including UNHCR and Expo 2020 Dubai.
- Developed full design systems: color tokens, typography scales, component patterns and usage guidelines.
- Managed the client design process end to end, from brief and discovery to presentation, iteration and developer handoff.

UI/UX Designer · Netservex 2014 – 2021

Cairo, Egypt

- Led design and creative output across web and mobile for brands including Toshiba, Hyundai, UNHCR and DHG Properties.
- Produced wireframes, UI mock-ups, design systems and pitch decks aligned with client brand and product strategy.

UI/UX Designer & Developer · INTER-VISION · iTeam Solution · ACT 2010 – 2014

Cairo, Egypt & Kuwait

- Designed and built websites, apps and digital marketing assets with clients from brief to launch; hands-on HTML, CSS, jQuery and WordPress theme integration.

SELECTED PROJECTS

Saudi Electricity Company

Digital rebranding · 2026 · KSA

UI Lead on the digital rebrand for one of the Middle East's largest utilities: visual language, UI components and design guidelines, coordinated with KSA stakeholders across digital and print.

Rebranding · Design system

Excellence Platform

Saudi Ministry of Energy

Rebranding and design-system standardization of a 158-screen, 15-modal case and issue management platform.

Government · Tokens

RAQEEB

Saudi Ministry of Energy

Encroachment management dashboard system and control-room video wall UX: client discovery on display environment, KPI priority, scene strategy and alert behavior before committing to a design architecture.

Dashboards · KPIs

Qatar National Library

AI-powered research platform · Senior UX Lead

UX redesign of a platform for rare historical books: four personas, a phased roadmap including a chatbot interface, and a bilingual EN/AR design system (semantic tokens, 81 text styles, 4pt grid).

AI · EN/AR

Judge System

Kuwait Ministry of Justice

Court case management system: 30 user stories across 3 personas, user flow diagrams and a 12-slide client presentation.

Government · User flows

3DDX

US dental digital workflow · 2026

UX strategy and website redesign: competitor analysis, sitemap, IA, homepage flow, a 34-component Figma library and a fully wired prototype.

UX strategy · Design system

Asset Management Dashboard

Component library · 2026

Extended the library with before/after documentation: Ribbon Button 2 to 7 variants, Dropdown 2 to 5 states, Calendar picker 1 to 4 focus states, table column types 7 to 10, plus a new Tag family and multi-select tags, tracked in a 23-row change log.

Components · Data-heavy UI

Aljaless

Saudi cultural community app · iOS

54+ screen bilingual Arabic/English app: onboarding, events, bookstore and eReader, community and profile, with empty states, wired prototype flows and developer handoff.

Mobile · EN/AR

RaviaCare

Gulf beauty e-commerce

Full design system and case study for a beauty e-commerce platform serving the Gulf market.

E-commerce · Design system

Moltaqaathaar

Arab archaeology community platform · in progress

RTL-first design system defined up front (tokens, palette, Amiri and IBM Plex Arabic), built with Next.js, TypeScript, Tailwind CSS and Supabase.

RTL · Next.js

Law Firm Websites

Saudi Arabia & UAE

Bilingual AR/EN WordPress sites (Elementor Pro, WPML) with sitemaps, proposals and Gulf legal-sector SEO research.

WordPress · SEO

LQMP Course Landing Page

Arabic RTL · SasPolicy

Arabic RTL marketing landing page for a lab quality manager course, built on a navy and teal visual system from the client's social designs.

Landing page · RTL

Al Najah Bakeries

Salla e-commerce store

Arabic store on the Raed theme: homepage structure, Arabic copy and a contact page with Google Maps embed.

Salla · Arabic

WordPress Migration

Six production sites

Moved six sites between Hostinger servers: database extraction, transfer, import and wp-config updates via scripted workflow.

DevOps · WordPress

AI-DRIVEN DESIGN WORKFLOW

- Built custom Claude skills for design operations: a Figma content auditor that posts comments pinned to the exact element and re-verifies after fixes, a Figma-to-Excel rebranding estimator, a Figma version-history timeline for hours tracking, and a design-token binding pipeline.
- Use the Figma MCP Desktop Bridge to extract tokens, build component libraries, audit screens at 150+ screens scale and wire prototypes programmatically.
- Audited 3DDX content against approved copy across multiple rounds (21 pinned comments on one batch).

EDUCATION

- Bachelor of Arts, Tourism Studies, Helwan University, Cairo (2004 – 2008)
- UI/UX course, ITI

CERTIFICATIONS

- IBM AI Fundamentals with Capstone, IBM SkillsBuild via MCIT Egypt (Feb 2025)
- DEPI Digital Arts, UI/UX Web Design, Ministry of Communications & IT (2024)
- Google UX Design: Conduct UX Research & Test Early Concepts (Mar 2024)
- Udacity Nanodegree, React (Nov 2021)
- Udacity Nanodegree, Web Development Professional (2022)
- Udacity Nanodegree, Front-End Developer (2020)

LANGUAGES

Arabic: native, written and spoken. **English**: professional proficiency.

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