

Abdullah Alemam

Senior Product Designer · Lifelong Learner
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Education

B.Sc. Computer and Control Systems Engineering
2013 – 2018

Mansoura University

- Competed in **international competitions** during my studies.
- Founded a volunteer team of **8+ members** that made learning simple for **100+ students**.

Courses: Online coursework in **Business Administration** · Google UX Design (Coursera) · Interaction Design Foundation (member)

Why Me

- **I think like a product manager.** I owned Al Qaed from the first idea to launch, and it drove a **400% increase in sales**.
- **I handle complex products.** I design large platforms made of **several apps** with **heavy business logic**, and I review other designers' work before development.
- **I design with the business in mind.** I've worked on **50+ projects** across **20+ industries**. Business is my hobby, so every design I make starts from the business goal, not just the screen.
- **I teach what I practice.** I've taught **100+ students** across **5 cohorts** of NTI's **90-hour** UI/UX program.

Work Experience

Senior Product Designer
2024 – Present

Al Almiya Alhura, Egypt

- Design large platforms made of **multiple apps** with **heavy business logic**, for responsive web and mobile.
- Built the **design system and component library** that a team of **3 to 5 designers** works from.
- Have worked on **22 projects** in **19+ industries**, including B2B, government and logistics.
- Review other designers' work for UX quality, business fit and completeness, catching problems **before development**.
- Challenge BRD and PRD requirements that don't serve users, and convinced managers and clients to adopt **better solutions**.
- Work with product, development and QA teams in **Agile** sprints.

UI/UX Instructor
Apr 2025 – Present

NTI, Ministry of Communications, Egypt

- Built the curriculum and taught **100+ students** across **5 cohorts** of the **90-hour** UI/UX program as the only instructor.
- **Every student** finished with an **excellent grade**.
- Also ran **6+ workshops** on the **latest developments in design** for **50+ attendees**.

Product Manager & Product Designer
Nov 2023 – Sep 2024

True Marketing Consultancy, Egypt

- Owned **Al Qaed**, a points-based loyalty app for every buyer of the company's products, from large traders to end customers, and **led a team of 5** from research to launch.
- Designed a scan flow around a **unique QR code** on every product. A code scanned more than once is flagged, exposing **counterfeit products**.
- Chose a simple interface over a flashy style so traders and end customers could both use it. The app reached **6,000+ users** and drove a **400% increase in sales**.

UI/UX Designer
2022 – 2023

Elryad, Egypt

- Designed **28 web and mobile projects** for B2B and B2C clients across different industries.

- Took products from **wireframes to clickable prototypes**, working directly with clients and developers through handoff.

Skills

Design: Product design, user research, usability testing, wireframing, prototyping, responsive design, design systems, RTL interfaces

Product: BRD and PRD review, design reviews, stakeholder alignment, Agile delivery

Leadership & Teaching: Team leadership, mentoring designers, UI/UX instruction, curriculum design, workshop facilitation

Tools: Figma (Variables, Auto Layout), Tokens Studio, Style Dictionary, GitHub, Adobe CC

Languages: Arabic (native), English (professional)

Out of Design

I read about **business** for fun, and I follow how **AI is changing design** every day. I bring both back into my work and my teaching.