

# Ibrahim Mushtaha

## Senior Product Designer | UX/UI Specialist

### Location

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## Summary

Results-driven Senior Product Designer with over 5 years of experience creating user-focused digital products that balance creativity, functionality, and business goals. Skilled in the full design lifecycle, from user research and journey mapping to high-fidelity design, prototyping, and usability testing, delivering seamless web and mobile experiences.

With hands-on backend development experience in Laravel, I bridge design and engineering to build scalable, high-performing products. Proficient in Figma and experienced in developing design systems that ensure visual consistency and efficiency across teams.

Strong collaborator in Agile environments using Scrum and Kanban, delivering data-driven, impactful solutions that enhance usability and drive measurable results.

## Experience

### Senior Product Designer • Tahwool, Saudi Arabia, (Sep 2022 - Present)

- Led end-to-end UX/UI design across multiple digital products, aligning design strategy with business objectives and user needs.
- Conducted user research, interviews, and usability testing to uncover insights that shaped evidence-based design decisions.
- Created user flows, wireframes, and high-fidelity prototypes, delivering intuitive, scalable experiences for web and mobile platforms.
- Developed and maintained design systems and style guides to ensure consistency, efficiency, and high design standards across Tahwool's ecosystem.
- Delivered key projects for **Rentoor**, **SOCPA**, **Transport General Authority**, and **Saudi Innovation Club** under the Tahwool umbrella.

### Senior User Interface Designer • Deloitte Digital, USA, (Dec 2024 - Feb 2025)

- Spearheaded the creation of a unified design system for a large-scale banking platform, defining scalable UI components, interaction patterns, and accessibility standards.
- Partnered with UX designers, developers, and product owners to align visual direction with business goals and technical feasibility.
- Streamlined design-to-development workflows through improved documentation and version control, enhancing delivery speed and design consistency.
- Conducted detailed design audits and quality reviews to ensure compliance with WCAG accessibility guidelines and global usability standards.
- Elevated the overall visual quality and user experience of the banking application, aligning it with Deloitte's enterprise design principles.

### **Product Designer • Rentoor, Saudi Arabia, (Sep 2022 – Aug 2024)**

- Designed and optimized Rentoor, a short-term rental marketplace inspired by Airbnb, Booking, and Gathern, focusing on improving the end-to-end user experience for both hosts and guests.
- Led UX research and competitive analysis to define booking, listing, and payment flows tailored to the Saudi market.
- Created user journeys, wireframes, and high-fidelity designs for mobile and web, ensuring seamless navigation and consistent visual identity.
- Collaborated with cross-functional teams to translate business goals into intuitive digital experiences that enhanced trust, usability, and conversion.

### **Lead Designer of Design Systems • JIFF Technology, Saudi Arabia, (Jun 2024 – Aug 2024)**

- Led the end-to-end creation of the JIFF design system, building scalable components, design tokens, and visual guidelines to ensure consistency across all digital products.
- Collaborated with developers and product managers to integrate the system seamlessly into production, accelerating design-to-development efficiency.
- Delivered a comprehensive, documented component library that improved design scalability, reduced redundancy, and strengthened brand coherence.

### **Product Designer • Qaff.inc, Saudi Arabia, (Aug 2022 – Dec 2023)**

- Partnering with clients and stakeholders to translate business goals and user insights into clear, impactful digital product experiences.
- Designed end-to-end user flows, wireframes, and high-fidelity prototypes, ensuring intuitive interfaces aligned with client objectives.
- Conducted usability testing and design iterations based on real user feedback to enhance usability, engagement, and conversion.

### **UX/UI Designer • Barakah, Saudi Arabia, Contract, (Dec 2022 – Jan 2023)**

- Designed a user-centered web platform connecting food lovers with restaurants, supporting Barakah's mission to reduce food waste and promote sustainability.
- Delivered an engaging digital experience that balanced commercial goals with social impact, enhancing brand visibility and user engagement.

### **UX/UI Designer • Drive7, Saudi Arabia, (Sep 2021 – Jun 2022)**

- Designed and launched responsive web and mobile interfaces that improved user satisfaction and increased engagement by 15%.
- Optimized information architecture and onboarding flows, reducing bounce rates by 25% and friction during first-time use by 40%.
- Built a unified design system and collaborated with Agile teams to ensure consistent branding, accessibility, and seamless implementation.

### **UX/UI Designer • Techbox, Gaza Strip, (Oct 2019 – Jul 2022)**

- Designed and prototyped key digital products, including a dynamic Product and Pricing tool, integrating research insights and functional testing.
- Developed comprehensive style guides and dashboard interfaces aligned with evolving branding and product strategies.
- Led multiple design phases, user research, wireframing, visual design, and branding to deliver

cohesive, user-focused digital experiences.

### **Android Developer • Global One Payments, USA, (Aug 2020 – Sep 2021)**

- Developed a POS mobile application with integrated thermal printing, ensuring reliable performance and seamless multi-screen responsiveness.
- Optimized app usability and control efficiency through elegant UI design and targeted algorithm development.

## **Education**

### **The Islamic University of Gaza • (Sep 2018 - Jul 2022)**

- Completed a four-year bachelor's degree specializing in mobile computing and smart device technologies.
- Designed and developed Drive7, recognized as one of the best bachelor's projects of the year.
- Gained strong knowledge in areas such as HCI, Mobile Development, and Interaction Design.

### **Student Ambassador • (Aug 2021 - Sep 2021)**

- Represented the College of IT at The Islamic University of Gaza as a key contact for new students.
- Welcomed and oriented new students to the College of IT programs and specializations.
- Guided students in selecting departments aligned with their goals and academic strengths.
- Explained university system workflows and answered questions to support a smooth transition.

### **AMIDEAST Education Abroad • (Jan 2020 - Jan 2021)**

- Completed 12 levels of English language preparation and proficiency under the AMIDEAST Education Abroad program.
- Earned a certificate that enabled collaboration with international companies such as Global One Payments.

### **Gaza Sky Geeks • (Apr 2019 - May 2020)**

- Earned a Diploma in Freelancer Development through the Mercy Corps program.
- Trained in professional freelancing across platforms including Upwork, Freelancer, Mostaq, and LinkedIn.
- Achieved a Top Rated badge on Upwork in the UX/UI design field.

### **Digital Cloud, Trainee • (Apr 2019 - Aug 2019)**

- Completed an intensive *Mobile Development training* covering Android Jetpack, MVVM, Kotlin Coroutines, Room, Realm, Google Maps, and Mapbox.
- Gained strong teamwork and communication skills while collaborating with the development team.

## **Skills and Others**

### **Design Skills**

- **Product Design:** UX Research, UX Design, UX Writing, Rapid Prototyping, Usability Testing, UI Design Systems, User-Centered Design, Prototyping, User Flows, Lean UX, Agile UX, Web Application, E-commerce, Responsive Design.
- **Design Tools:** Figma, FigJam, Adobe XD, Photoshop, Illustrator, Miro, Whimsical, PowerPoint.
- **Frameworks & Methodologies:** Agile, Kanban, Scrum, Lean UX.

## Technical Skills

- **Languages:** Java, Kotlin, Swift, Dart, PHP, JavaScript (JS).
- **Databases:** SQL, MySQL, SQLite, Realm, Database Design.
- **Android Development:** SDK, RxJava, Kotlin Coroutines, Socket.io, Node.js, Google Maps, Mapbox, Dependency Injection (Dagger 2, Hilt-android).
- **Frameworks:** PHP Laravel.

## Tools & Platforms

- **Operating Systems:** Mac, Windows, Android, iOS.
- **Version Control:** Git, GitHub, GitLab, Bitbucket.
- **Payment Gateways:** PayPal, Stripe, Telr, Saudi Arabia Bank, Bank of Palestine.
- **Authentication & APIs:** Firebase Auth, JWT, Twilio.

## Software Architecture & Patterns

- **Architecture Patterns:** OOP, SOLID, MVC, MVI, MVVM, MVP.

## Project & Team Management Tools

- **Management Tools:** Jira, ClickUp, Notion, Slack, Zoom, Google Meet, Trello, Bitbucket, GitHub Projects.

## Selected Courses & Certificates

- Certificate of Completion (12 Levels of English) – AMIDEAST Education Abroad, 2021 (~400 hrs)
- Diploma in Freelancer Development – Gaza Sky Geeks, 2020 (120 hrs)
- Project Manager (IT) – IBM, 2024 (50 hrs)
- Master Digital Product Design: UX Research & UI Design – Udemy, 2023 (13.5 hrs)
- Figma UI UX Design Essentials – Udemy, 2023 (9.5 hrs)
- Fast-start Usability Testing and UX Research – Udemy, 2023 (3 hrs)
- Design Sprint – Udemy, 2023 (4 hrs)
- Agile Methodology – Edraak, 2022 (10 hrs)
- Startup Marketing – Edraak, 2022 (12 hrs)
- Google Cloud Architecture Basics – Google Developer Student Clubs, 2023 (8 hrs)

## Awards & Recognition

- Certificate of Completion – Google Africa Developer Scholarship (GADS), 2021 Awarded for successfully completing the Android Development track as part of the GADS 2021 program.
- Certificate of Excellence in Research – Islamic University of Gaza, 2023 Awarded in recognition of outstanding innovation and research quality in the Drive7 graduation project, selected among the top university projects of the year.

## Communication and Interpersonal skills

- Strong collaborator with proven ability to work effectively across cross-functional and multicultural teams.
- Excellent communicator skilled in articulating design rationale, gathering feedback, and aligning stakeholders.
- Experienced in conflict resolution and fostering a respectful, solution-oriented team culture.
- Adaptable and flexible in communication and working styles, building strong professional relationships.