



Available for senior product roles

# Ahmed *Hendawi.*

Senior Product Designer — Riyadh, Saudi Arabia

AI-Driven UX , Design Systems , and Enterprise Products — built for clarity at scale.

Eleven years designing scalable digital products across Saudi Arabia and the MENA region. I translate complex requirements into intuitive, practical, shippable products — combining enterprise UX rigor, design-system thinking, and AI-assisted workflows.

11+

YEARS DESIGNING

24+

PRODUCTS SHIPPED

12

COMPANIES PARTNERED

3

COUNTRIES DELIVERED

## i. EXPERTISE

Disciplines I work across

- Product Design
- Enterprise UX
- Design Systems
- Dashboards
- UX Research
- Information Architecture
- Prototyping
- Smart Mobility
- Fintech
- AI-Driven UX
- Mobile
- Web

## ii. SELECTED EXPERIENCE

Recent — 2022 to now

- Senior Product Designer at TAHAKOM** RIYADH SAUDI ARABIA

  - Lead enterprise smart-mobility & public-sector platforms — dashboards, map-based experiences, operational workflows.
  - Drove product design for Smart Parking, InSight, and InForce across complex flows and data-heavy screens.
  - Built and evolved design system foundations: components, design tokens, light/dark themes.
- Senior Product Designer at Synechron** RIYADH SAUDI ARABIA

  - End-to-end product design delivery for enterprise client solutions — discovery, UX direction, UI, implementation support.
  - Conduct research and usability work that aligns product decisions with user needs, technical constraints, and business goals.
- Senior Product Designer at Kuwait International Bank** KUWAIT CITY KUWAIT

  - Designed user-centered digital banking experiences for mobile and web — simplifying financial journeys across key flows.
  - Translated complex banking requirements into clear customer-facing experiences with business and engineering partners.
- Senior Product Designer at Sweater** RIYADH SAUDI ARABIA

  - Led UX/UI redesign of Sweater's mobile app — service discovery, booking, scheduling, customer engagement.
  - Redesigned the company website and strengthened visual consistency across digital touchpoints.

Available · Riyadh / Remote

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Earlier roles

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### iii. EARLIER ROLES

2014 — 2023

Oct 2023 Jul 2023	<b>Senior Product Designer at <u>Sure Global Technology</u></b> — Designed enterprise product interfaces and supported delivery of web/mobile experiences aligned with technical requirements.	RIYADH SAUDI ARABIA
Mar 2023 Dec 2022	<b>Senior Product Designer at <u>Nearpay</u></b> — Enhanced fintech product experience across the main website, mobile application, and management dashboard.	RIYADH SAUDI ARABIA
Dec 2022 Oct 2021	<b>Art Director &amp; UI/UX Designer at <u>ShuttleKSA</u></b> — Visual identity and product experience across web and mobile for a logistics-focused digital platform; created 3D product visuals for brand communication.	RIYADH SAUDI ARABIA
Dec 2021 Nov 2019	<b>Art Director &amp; UI/UX Designer at <u>Academi for IT</u></b> — Led design across e-learning products, application experiences, visual identity, and digital transformation initiatives.	SAUDI ARABIA
Sep 2021 Sep 2020	<b>Senior Product Designer at <u>Mashkor</u></b> — Designed mobile and service-based product experiences — user flows, interface screens, usability improvements.	KUWAIT
Sep 2020 Nov 2017	<b>UI/UX Designer at <u>Ibtikarat</u></b> — Applications, websites, and digital identities across 24+ client projects in product design, branding, and web.	JEDDAH SAUDI ARABIA
2018 2014	<b>Senior UI/UX Designer at <u>Rowaad &amp; Freelance</u></b> — 12+ conversion-focused landing pages plus WordPress experiences, UI concepts, and front-end interfaces for multiple clients.	CAIRO EGYPT

### iv. GET IN TOUCH

Always open to new conversations

EMAIL · WEB hello@ahmedhendawi.com ahmedhendawi.com	PHONE · PROFILES +966 548 776 340 in/ahmed-hendawy · @hendawi	LANGUAGES · EDUCATION Arabic · English Faculty of Applied Arts, 2015–2020	TOOLKIT · CERTIFIED Figma · Adobe · Webflow Agile UX Fundamentals
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### NOTE

*I design **scalable, user-centered** digital products that simplify complex workflows and support measurable business impact.*