

Senior Product Designer | London (UK)/Remote

With 7 years as a product designer in start-ups and mid-sized firms, I excel at combining data insights with user feedback to create impactful designs. Recently, I led a design system initiative for AI workflows, pushing production code to GitHub daily.

+ Senior Product Designer/Design Engineer - [Housebets.com](https://housebets.com) | London/Remote

Nov 2025-Aug 2026 (Contract)

- Leading the Housebets design system initiative and spearheading AI workflow design and development. Pushing production code to GitHub daily via CLI, I contributed to the complete rebuild of Housebets.com in under 6 months, often fixing issues directly in code instead of using Figma.

+ Senior Product Designer - [Bitpanda.com](https://bitpanda.com) | London/Remote

Jul 2025-Sept 2025

- Leading the design for one of the feature that allow users to gain rewards through staking and participate to a leaderboard.

+ Design Lead - [Flooz.xyz](https://flooz.xyz) | London/Remote

2023-2025

- Leading product design decisions in the team.
- Driving DEX design enhancements to improve the CAC:LTV ratio.
- Establishing scalable design system foundations to streamline design-development collaboration.
- Hiring and onboarding the second designer, ensuring smooth team expansion.

+ Product Designer - [Flooz.xyz](https://flooz.xyz) | London/Remote

2022-2023

- Launched the Flooz Wallet app in under two weeks, ensuring a smooth user experience.
- Developed a framework for user testing, including recruitment and facilitation.
- Led design efforts for Flooz.xyz DEX, enhancing the overall XP.

+ Senior Product Designer - LifeWorks Wellbeing (Telus Health) | London

2018-2022

Played a key role in research, design, and product enhancements for high-impact features.

Key Achievements:

- Designed and optimised the Digital Clinical Program, one of the platform's most widely adopted features.
- Conducted extensive user testing to refine tiering and regression optimisation strategies.
- Served as Product Owner and Designer for the Challenges feature, overseeing research, ideation, testing, backlog management, and sprint planning.
- Acted as the key liaison for business stakeholders, managing client requests and resolving production issues.

+ UX/UI Designer - IdeatoLife | Beirut/Remote

2016 - 2018

Led design initiatives and enhanced product development processes while mentoring junior designers.

Key Projects:

- Designed a CRM system for real-time tracking and automation of elevator maintenance (Android/Web).
- Created an e-wallet solution processing 3,000 requests per second and handling over 1 million transactions annually (Android).
- Led UX/UI design for a leading online food delivery app (iOS/Android).
- Developed a sentiment analysis platform to track customer engagement trends (Web).
- Designed a monitoring and reporting app for civilian attack incidents (CMS/Android/iOS).

Education

- Bachelor's Degree in Advertising - London College of Communication (2013 - 2016)
- UX Designer Bootcamp - General Assembly (2015)

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