

Omar Ashraf

Product Designer

[My Portfolio](#)

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Experience

Vertex / Sr.Product Designer

Oct 2025 – Present

Worked on “Carbon Solutions” with **Elm Saudi Company** for sustainability initiatives across Saudi Arabia.

Defined product structures and enterprise workflows for emissions tracking, sustainability compliance, and operational reporting aligned with the **Saudi Ministry of Energy and Vision 2030** environmental objectives.

Bridged business, operational, and regulatory requirements into scalable product solutions through systems thinking, information architecture, interaction modeling, and analytics-driven platform experiences.

Partnered with product managers, engineers, and stakeholders to shape product direction, prioritize platform capabilities, and align user experience decisions with technical and business constraints across the product lifecycle.

Purpose / Sr.Product Designer

Sep 2024 – Oct 2025

Led the design of STEM and AI/Robotics educational platforms for youth aged 6–17, increasing student engagement by 14% and course completion rates by 18%.

Collaborated with educators to create intuitive interfaces, boosting daily active users by 30%.

Seamlabs / Sr.Product Designer

Oct 2023 – Sep 2024

Developed in collaboration with Seamlabs for the **Sonic Pos System**, achieved 1 billion EGP revenue in its first year through optimized user flows and intuitive interfaces.

Streamlined cashier, restaurant staff, and call center workflows, reducing transaction times and minimizing errors.

Improved reporting dashboards and analytics, enabling data-driven decisions for restaurant managers.

Summary

Product Designer with over 7 years of experience, passionate about creating intuitive and cohesive digital experiences | Expert in design systems, UX research, prototyping, and crafting user-centered products

Education

Mansoura University

2017 – 2021

Bachelor's in Computer & Information – Mansoura University

Skills & Languages

Skills:

User Experience Design, User Interface Design, Interaction Design, Prototyping, Wireframing, Design Systems, Product Strategy, UX Research, Usability Testing, Visual Design, Responsive Design, Information Architecture, Design Thinking, Agile, Collaboration, Stakeholder Communication, Figma, Adobe Photoshop, Adobe Illustrator, Framer, Webflow

Languages:

Arabic (Native)
English (Advanced)
French (Intermediate)

Advansystelecom / Product Designer

Feb 2022 – Oct 2023

Delivered multiple digital products (e.g., **Nephro Misr**, 7ader App, **Etisalat e&** , Advansystelecom Ivrr System, **La3eeb Masr** , **Damen**).

Improved user navigation, retention, and engagement through smarter flows and interactive elements.

Streamlined interfaces, workflows, and dashboards, boosting efficiency and enabling data-driven decisions.

Applied design standards and systems across projects, reducing iteration time and ensuring consistency.

Impact Centre / Product Designer

August 2019 – Jan 2022

Collaborated on employee KPI dashboard project, contributing to 25% higher HR efficiency and improved performance visibility for data-driven decisions.

Conducted UX research and ideation, validating solutions that enhanced usability and user satisfaction