



Ahmad Saed Maqboul

Product Designer

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Profile

Product Designer with 4+ years of experience delivering user-centric SaaS and mobile solutions across HR, logistics, and e-commerce. Skilled in **UX research, interaction design, usability testing, wireframing, prototyping, and design systems**. Experienced in **cross-functional collaboration** with developers, product managers, and stakeholders to align design with business goals. Proven ability to **reduce UX/UI-related support tickets by over 85% annually** through intuitive workflows and scalable design systems. Recognized for **fast delivery of high-quality products**, successfully launching new solutions in as little as two weeks with consistently smooth user experiences.

Work Experience

07/2022 – present

UI/UX Designer, Harri

- **Spearheaded** the revamp of multiple HR SaaS modules, transforming outdated interfaces into modern, user-centered designs that improved accessibility and clarity for **20,000+ users**.
- **Built and standardized** a scalable Figma design system, reducing design-to-development handoff time by **40%** and ensuring consistency across web and mobile products.
- **Optimized** navigation efficiency by cutting clicks in the main menu by **50%**, reducing task completion time for managers and employees.
- **Partnered** with product managers and engineers to align designs with business goals and launch features **2 weeks faster** on average.
- **Delivered** intuitive design solutions that contributed to an **85%+ annual reduction in UX/UI-related support tickets**.

01/2023 – 08/2025
US

Co-founder & Product designer, Guruhub

- **Co-founded** and designed an edtech startup that made learning more engaging and organized for a community of **1,000+ learners**.
- **Launched** the initial platform in **4 weeks**, using UX research, prototyping, and user feedback loops to validate product-market fit.
- **Engaged** learners with community-driven features, achieving an **80%+ satisfaction rate** in early testing.
- **Delivered** MVPs rapidly, enabling the team to test usability and adoption with functional iterations in under **2 weeks**.

08/2021 – 08/2023 Palestine	• Defined the product vision, user experience, and interface design while ensuring seamless usability across the platform. Product Designer, <i>oliveryapp</i> • Designed a customer-facing mobile app with an intuitive UI, simplifying ordering and boosting active usage by 20% in early rollout. • Developed customized landing pages for clients, improving campaign conversion rates by 15%. • Created marketing visuals and design assets that supported customer acquisition campaigns across digital channels. • Established the foundation of the design system, later adopted for ongoing product scalability. • Drove continuous UX improvements through iterative prototypes and refinements based on client feedback.
12/2020 – 05/2022 Portugal	Product Designer & Project Manager, <i>Badia Ventures</i> • Defined product roadmaps aligned with business objectives, supporting the successful delivery of 5+ SaaS projects. • Conducted UX research, wireframing, and user flow mapping, improving task clarity and usability by 30% across platforms. • Delivered high-fidelity UI designs and scalable design systems, enabling 25% faster feature development. • Managed a cross-functional team of 5+ designers and developers, ensuring on-time delivery in a high-paced startup environment. • Collaborated with executives and stakeholders to translate business requirements into actionable design solutions that boosted customer satisfaction.

Skills

UX Research	● ● ● ● ●	Wireframing	● ● ● ● ●
Prototyping	● ● ● ● ●	Interaction Design	● ● ● ● ●
Usability Testing	● ● ● ● ●	User Flows	● ● ● ● ●
Design Systems	● ● ● ● ●	Accessibility	● ● ● ● ●
Responsive Design	● ● ● ● ●	Figma	● ● ● ● ●
Adobe Creative Suite	● ● ● ● ●	Sketch	● ● ● ● ●
HTML, CSS, JavaScript	● ● ● ● ●	G Suite, Microsoft Office Suite	● ● ● ● ●
Product Roadmapping	● ● ● ● ●	Business Analysis	● ● ● ● ●
Product Management	● ● ● ● ●	Leadership, Teamwork, Communication	● ● ● ● ●
Fast Delivery & Iterative Prototyping	● ● ● ● ●	Information Architecture	● ● ● ● ●
Cross-functional Collaboration	● ● ● ● ●	A/B Testing	● ● ● ● ●
User Testing	● ● ● ● ●		

Education

09/2016 – 12/2020 Nablus, Palestine	Bachelor of Network and Information Security, <i>An-Najah National University</i>
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Languages

English

Arabic

Courses

- 06/2022

Foundations of User Experience (UX) Design, *Google* [↗](#)
- 2020

Advanced UX Courses, *Uxcel* [↗](#)
- 01/2021

UX Design, *Edraak*