

WAEEL RAGAB

UI/UX & PRODUCT DESIGNER

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SUMMARY

UI/UX & Product Designer specializing in crafting intuitive, user-centered experiences for mobile and web applications. Skilled in leading the full design lifecycle—from user research and wireframing to high-fidelity prototypes and design systems. Combines technical proficiency with strong stakeholder collaboration to deliver scalable, impactful product solutions.

PROFESSIONAL EXPERIENCE

Product Designer | Ard Group | Oct 2025 – Present

- Leading product design for Arabia Weather and Qarar, focusing on feature scalability and user engagement.
- Optimizing complex user journeys for Balady+ App to improve service accessibility and satisfaction.
- Delivering design solutions for Saudi government entities with high-fidelity prototypes for complex stakeholder ecosystems.

Product Designer | CyberDefenders | Sep 2024 – Aug 2025

- Spearheaded UI/UX improvements increasing user activation through optimized onboarding and feature discovery.
- Conducted usability testing and design QA; collaborated with engineering to ensure accurate implementation.

UI/UX Designer | All Premium Contractors Inc. | Feb 2024 – Aug 2024

- Designed end-to-end user flows, wireframes, and high-fidelity prototypes for corporate websites and CRM portals.
- Built and maintained a scalable design system ensuring consistency across all digital touchpoints.

UI/UX Designer | Syntrum Solutions | Jun 2022 – Feb 2024

- Led design for the AUC mobile app in collaboration with the university's UX team.
- Built UI components directly in Outsystems, creating custom themes and reducing developer handoff time.

UI/UX Designer | AD Group | Jan 2022 – Jun 2022

- Conducted competitive research and usability sessions; developed wireframes and prototypes based on user testing.

KEY PROJECTS

MyAUC App – Designed the official mobile app for the American University in Cairo, streamlining student access to campus services.

OCTAR – Created a kids' educational app combining AR coloring with 3D visualization, quizzes, and personalized learning.

Outsource Giant – Designed a CRM sales portal for a solar energy company, streamlining lead management and sales workflows.

In a Memory Palace – Designed a mobile app leveraging memory palace techniques to help users improve retention and learning.

TIntarc – Designed a responsive web and mobile platform for theatre event discovery, ticketing, and performance booking.

SKILLS

Design: Figma, Adobe XD, Photoshop, Illustrator, Miro, FigJam | **Development:** HTML, CSS, JavaScript, Framer, Outsystems

Core Competencies: User Research, Wireframing, Prototyping, Design Systems, Usability Testing, Interaction Design

EDUCATION

B.Sc. Electronics and Communication Engineering | Arab Academy for Science, Technology & Maritime Transport | 2016 – 2021

Study Abroad: University of the Incarnate Word, San Antonio, TX | Aug – Dec 2019