

Sara AlShimi *Product Designer*

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ABOUT ME

Simplifying complexity and improving user experiences is my passion. I specialize in studying user behavior to create tailored, sophisticated solutions. By understanding user needs and preferences, I craft seamless and enjoyable digital interactions that consistently achieve exceptional results.

PROFESSIONAL EXPERIENCE

Senior Product Designer - Full-time, Robusta Technology Group 06/2026 – Present | Cairo, EG

- Lead design across a rotating portfolio of client products, spanning multiple industries and product types.
- Audit existing websites and products to surface UX, IA, and visual design gaps, and translate findings into prioritized improvement plans.
- Own end-to-end redesigns and iterative improvements — from research and problem framing through mid-fi, testing, and handoff.

Product Designer - Full-time, Breadfast - Q-commerce 04/2024 – 06/2026 | Cairo, Egypt

- Create user-friendly interfaces for inventory, sustainability, and supply & demand, streamlining operations for Breadfast's foundation team.
- Translate OKRs into design solutions that automate tasks and improve delivery speed and quality, helping Breadfast achieve its goals.
- Design scalable solutions to support Breadfast's growth and new business ventures.
- Partner with the foundation team, transforming their needs into innovative designs that drive efficiency.

UX/UI Designer - Project based, E-Butler - Doha Festival City - E-commerce 01/2024 – present | Doha, QA - Remote

- Lead iterative improvements on Doha Festival City's mobile and web platforms, boosting user satisfaction and retention.
- Collaborated cross-functionally to seamlessly integrate new features into the existing e-commerce flow.
- Design and implement an efficient offline flow, ensuring lucrative operations from user interest to product enjoyment or return.
- Incorporate retailer feedback to tailor the offline flow, enhancing operational efficiency and customer satisfaction.
- Conduct user testing and research to validate design decisions and iterate on user flows for optimal engagement.
- Utilized data-driven insights to drive continuous improvement of the e-commerce experience.

UX/UI Designer - Part-time, E-nable Tech - POS Systems 09/2022 – present | Doha, QA - Remote

- Develop a comprehensive design system to maintain design consistency and efficiency across the organization, resulting in a unified and visually cohesive product.
- Established effective design and collaboration processes within the team, enhancing workflow efficiency and ensuring seamless communication among team members.
- Leveraged user feedback and market research to drive product improvements, resulting in a more user-friendly and feature-rich platform, all while adhering to the newly established design system and processes.

WorkMotion - SaaS HR Tech

UX/UI Designer - Full-time

07/2022 – 12/2023 | Berlin, DE - Remote

- Enhance user knowledge journey by analyzing users' blockers and pain points and working with knowledge team to create relevant guide and implementing them in the flow
- Collaborate with marketing team to create WorkMotion's brand voice and implement UX writing best practices
- Lead cross-departmental team leads to design and implement an intuitive, user-friendly help center to reach a company KR of 80% of help center interactions are voted helpful and 90% of support requests come from help center within 1 quarter

Junior UX/UI Designer - Full-time

10/2021 – 07/2022 | Berlin, DE - Remote

- Work in a team to simplify a complex process of a platform which is visited over 20K times monthly by subscribed users.
- Collect customer problems from Hotjar and conduct customer interviews to translate them into actionable solutions

- Successfully create and implement mobile-responsive design for the platform as well as a mobile-responsive design system following best practices.
- Work in tandem with PMs and devs to create design solutions and features for our users within the given project timeline.

UX/UI Designer - Contractor, Fetch Hotel Management - PMS 01/2023 – 09/2023 | Toronto, CA - Remote

- Revamped the software's interface with a modern, user-centric design, enhancing user satisfaction and engagement.
- Collaborated in conceptualizing, designing, and implementing new features, expanding the software's capabilities and improving hotel management workflows.
- Worked closely with teams to align design objectives with business goals, integrated user feedback, and ensured a consistent and responsive user experience across platforms.

Product Designer - Contractor, Garmnts - E-Commerce 12/2023 – 03/2023 | Toronto, CA - Remote

- Led market research and ideation phase, identifying trends and user needs.
- Developed innovative concepts addressing sustainability and user engagement.
- Designed intuitive UI/UX and defined core app features for seamless shopping.
- Conducted user interviews and testing, iteratively refining design based on feedback.
- Developed personas and user journey maps to guide product development.
- Successfully presented vision and research, gaining approval for incubation.

Product Designer - Contractor, RealVest - PMS 11/2021 – 01/2022 | Cairo, EG - Remote

- Successfully created the UX, UI and the Design system of the platform for both end consumer and admin platform
- Research best practices in the online real estate field and implement with consideration to target user personas
- Collaborated closely with developers and stakeholders to iterate on design concepts and refine the platform's functionality.

ADDITIONAL EXPERIENCE

Re:coded, *Intro to UX/UI Design #Inspireseries*

Crafting connections - Communication skills and research in UX Design I led a webinar exploring the pivotal role of communication in our field. I shared insights and techniques to enhance communication skills in UX research, covering impactful user interviews, presenting research findings, and engaging stakeholders. Participants gained expertise in active listening, persuasive storytelling, stakeholder engagement, and fostering collaborative design environments.

Sprints.ai, UX/UI Design Bootcamp 08/2024 – 12/2024 | Cairo, EG

UX/UI Course Expert Led advanced UX/UI courses, specializing in dashboard and admin panel design. Guided students in understanding complex user needs and product requirements for back-office systems. Provided expert instruction on streamlining design processes using plugins, component libraries, and AI tools. Offered dedicated Q&A support to ensure student success.

EDUCATION

Bachelor of Arts: Media Management 2015 – 2019 | Alexandria, EG
Arab Academy for Science, Technology and Maritime Transport

High School, ISG Dammam 2015 | Dammam, KSA

CERTIFICATES

- User Experience Design Essentials - Adobe XD UI UX Design – Udemy
- User Interface Design Specialization University of Minnesota – Coursera

SKILLS

- Wireframing
- Usability testing
- AI workflow integration
- User research
- Journey mapping
- Cursor
- Story Telling
- Design system
- User-Centric Designs
- Information architecture
- Interactive prototyping
- UI & visual design
- A/B Testing

TOOLS

- Figma
 - Hotjar
 - Adobe Premiere
- Adobe XD
 - Adobe Photoshop
 - Final Cut Pro
- ZeroHeight
 - Adobe Illustrator
 - Claude Code <> Figma MCP
- Zeplin
 - Adobe After Effects
 - Cursor

LANGUAGES

