FATMA ZAHW

Product Designer

fatmazahw98@gmail.com | +20 1024317680 | Portfolio | Linkedin | New Cairo, Egypt

ABOUT ME

Product Designer with 3+ years of experience designing B2B and enterprise SaaS products across web and mobile platforms. Specialized in transforming complex business requirements, user behavior insights, and data-heavy systems into intuitive workflows, analytics dashboards, and scalable product experiences. Skilled in end-to-end product design, UX strategy, system thinking, and building scalable bilingual (Arabic/English) design systems using reusable components and design tokens. Passionate about creating accessible, user-centered experiences through close collaboration with cross functional teams.

WORK EXPERIENCE

Product Designer . CODXI Nov 2023 - Present

- Owned the end-to-end design of multiple product features across B2B and B2C platforms, from problem definition through delivery and post implementation validation.
- Translated complex business requirements into scalable design solutions across web and mobile platforms while collaborating closely with product managers and stakeholders to define product requirements.
- Designed enterprise SaaS products and data-driven dashboards across CRM, ERP, HR, Inventory, Business Support, and Workflow Management domains.
- Led the end-to-end UX design process, from research synthesis and information architecture to user flows, wireframes, high-fidelity prototypes, and developer handoff.
- Partnered with engineers during implementation to conduct design QA, resolve design trade-offs, and ensure design consistency across products.
- Applied systems thinking to simplify complex enterprise workflows across SaaS products.
- Established scalable design systems using reusable components, design tokens, and documentation while applying WCAG accessibility standards to create consistent, inclusive, and efficient digital experiencest.
- Leveraged AI tools including ChatGPT, Claude, Lovable, and Figma AI to accelerate ideation, prototype generation, workflow exploration, and design iterations.

EDUCATION

B.Sc. in Computer Science – Bioinformatics 2019 - 2023
Menofia University

UX Design & Interaction Design Fundamentals
Udemy

UI/UX Design Diploma
Carerha Tech Her Up Program

Google UX Design (Foundations & UX Process)
Coursera

SKILLS

Design

- Product Thinking - System Thinking - UX Strategy - User-Centered Design - Problem Solving
- Information Architecture - User Flows - Interaction Design - Wireframing - Prototyping
- Design Systems - Design Tokens - Responsive Design - Accessibility (WCAG) - Usability Testing

Technical & AI Tools

- HTML & CSS - JavaScript (Basics) - Python (Basics)
- AI-assisted Design Workflows
- AI Prototyping - Prompt Engineering
- ChatGPT - Claude - Figma AI - Lovable - Google Stitch and Studio AI - Midjourney - Blender

Product Delivery & Collaboration

- Agile Methodologies - Scrum and Design Sprints - Cross functional Collaboration
- Jira - Notion - Figma - FigJam