# Anas Mohamed Elawdy

## Senior Product Designer

Cairo, Egypt · Open to Remote & Relocation


**Work**

Case Studies | Behance | Portfolio

**Contact**

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Senior Product Designer with 5+ years of experience delivering end-to-end digital products across F&B, loyalty, e-commerce, real estate, and education sectors. Worked with companies in the UAE, Saudi Arabia, South Korea, and Egypt. Specializes in translating business goals into user-centered product experiences through research, systems thinking, and high-fidelity execution. Experienced in design systems, agile collaboration, and AI-integrated design workflows.

## Work Experiences

**Sr. Product Designer** | Qoodz — Aug 2024 - Present • Remote • Full Time • Dubai, UAE

- Architected loyalty program from 0→1 adopted by multiple F&B brands across the UAE and scaled to the Egyptian market covering 3-tier membership (Bronze / Silver / Gold), points engine, and rewards redemption flow

- Designed end-to-end digital menu experience, improving item discoverability and supporting upsell patterns through contextual grouping and visual hierarchy

- Built POS dashboard for restaurant operations, covering real-time order management, table assignments, and transaction flows reducing operational friction for front-of-house staff

- Delivered full product design across mobile and web platforms information architecture, user flows, high-fidelity UI, design system components, and developer handoff

- Collaborated with cross-functional teams across engineering and product in a fully remote, agile environment

**Amanat Al Riyadh** | Sr. Product Designer → Consultant — Feb 2024 - Apr 2025 • Remote • Full Time • Saudi Arabia

- Led UX design across citizen-facing service platforms and internal operational systems as part of Riyadh's government digital transformation program

- Designed bilingual (Arabic / English) interfaces compliant with Saudi DGA standards covering RTL layout systems, accessibility requirements, and e-government UX guidelines

- Managed multi-stakeholder user journeys spanning citizen, field staff, and administrative touchpoints within a unified product ecosystem

- Continued as product design consultant post-engagement, providing strategic design direction through final project delivery

**Mid UI/UX Designer** | Ocoda — Mar 2023 - Feb 2024 • On-Site • Full Time • Cairo, Egypt

- Delivered UI design across multiple concurrent client projects targeting Saudi Arabian and Gulf-based markets

- Operated in high velocity delivery cycles brief to final handoff managing rapid iteration and client feedback with minimal turnaround time

- Produced high-quality visual deliverables that directly supported the agency's client acquisition and sales pipeline

## Work Experiences

**Product Designer** | ChildRoo — Oct 2022 - Mar 2023 • Remote • Part Time • Cairo, Egypt

- Designed core UX for a baby routine tracking app covering sleep schedules, feeding logs, milestone tracking, and caregiver notification flows

- Mapped multi-role user journeys for primary and secondary caregivers, optimizing for low-friction daily use in high-stress parenting moments

**UI / UX Designer** | Yapoey bit — May 2021 - Oct 2022 • Remote • Full Time • South Korea

- Delivered UI/UX design for South Korean client within a remote cross-cultural product team

## Skills & Tools

**Design & Prototyping** Figma (Dev Mode · Variables · Components) · Framer · FigJam · Design Tokens

**Research & Validation** Maze · Useberry · Usability Testing · A/B Testing

**Analytics & Data** Google Analytics · Mixpanel · Microsoft Clarity

**Accessibility & Localization** WCAG 2.1 · RTL Design Systems · Bilingual Interfaces

**Project Management** Notion · Jira · ClickUp · Slack

## AI & Emerging Tools (Learning)

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- Building AI-powered workflows with Python and n8n
- API integrations, Webhooks, and Automation Systems
- LLM Prompt Engineering and AI-assisted Product Design
- Exploring Agentic AI Architectures (LangChain, LangGraph)
- Vector Databases and Retrieval-Augmented Generation (RAG)
- AI Development Tools: Cursor, Claude Code, ChatGPT
- Rapid Prototyping of AI Products and Internal Tools