

Alaa Elsebaey

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior product designer with 10+ years shipping user-centered digital products across UAE government services (RTA, TAMM), telecom (Vodafone), and high-growth startups. Strongest in end-to-end ownership — research, information architecture, interaction design, and developer handoff. Recent work includes the single-handed UI/UX revamp of RTA's Nol Pay app and a contributing role on the TAMM App redesign. MBA-trained, with a working understanding of how design ladders into business outcomes.

EXPERIENCE

UX Specialist — RTA

Dubai, UAE | October 2023 – Present

- Single-handedly owned the end-to-end UI and UX revamp of the Nol Pay app, redesigning core payment, top-up, and account management flows to improve clarity and trust across a broad public user base.
- Conducted user research through interviews, usability testing, and ethnographic studies to surface friction points and inform service-level design decisions.
- Translated research insights into personas, journey maps, and detailed design specifications used by product and engineering teams.
- Partnered with product managers, engineers, and business stakeholders to align design decisions with public service delivery standards.
- Presented research findings and design rationale to senior stakeholders to secure buy-in for user-centered changes.

Senior UI/UX Designer — TAMM

Abu Dhabi, UAE | October 2021 – September 2023

- Contributed to the major redesign of the TAMM App, a flagship Abu Dhabi government platform serving millions of residents, working on flows, components, and visual design.
- Partnered with cross-functional teams to gather requirements, run user research, and deliver intuitive UI solutions for a diverse public-sector audience.
- Produced high-fidelity wireframes, interactive prototypes, and detailed design specs to validate concepts and align stakeholders.
- Applied user-centered principles to simplify complex government services and make them more approachable across user segments.

Product Design Lead — Speakol

Egypt | April 2021 – September 2021

- Led the product design function and mentored 2 junior designers, establishing design review rituals and quality standards.
- Identified and resolved a significant friction point in the new advertiser registration flow, meaningfully increasing successful signups and onboarding completion.
- Established a structured design process spanning discovery, requirements gathering, validation, and post-launch iteration.
- Partnered with product and engineering to translate growth objectives into scalable design solutions and a maturing design system.

UX Designer — BasharSoft

Egypt | April 2020 – March 2021

- Designed user-centered experiences for Forasna.com (blue-collar jobs platform), applying research methodologies and iterative validation.
- Developed four research-backed user personas based on analysis of raw analytics data, which informed product roadmap and feature prioritization.

- Conducted user interviews and usability testing to validate design directions and surface improvement opportunities.
- Delivered wireframes, user flows, and interactive prototypes to support clean developer handoff.

UX/UI Designer — Vodafone

Egypt | June 2018 – March 2020

- Designed digital experiences aligned with Vodafone's global brand and design system standards.
- Contributed to the redesign of the Vodafone self-service app, focused on simplifying high-volume account and billing journeys.
- Conducted usability testing to optimize user journeys and surface performance issues across customer touchpoints.
- Partnered with marketing and product teams to ship campaign and product features under tight delivery cycles.

UX/UI Designer — Media Club

Egypt | March 2014 – May 2018

- Designed end-to-end experiences for digital campaigns and platforms across diverse client portfolios.
- Conducted heuristic evaluations and proposed usability improvements that strengthened clients' digital presence.
- Built interactive prototypes and detailed specifications for development handoff.

SKILLS

Design Craft: Interaction Design, Information Architecture, Visual Design, Prototyping, Wireframing, Mobile-First Design, Accessibility (WCAG)

Research & Validation: User Research, Usability Testing, Persona Development, Journey Mapping, A/B Testing, Heuristic Evaluation

Systems & Process: Design Systems, Component Libraries, Design Ops, Cross-Functional Collaboration

Tools: Figma, Adobe XD, Sketch, Zeplin, Axure, Miro, Illustrator, Principle

EDUCATION & CERTIFICATIONS

Master of Business Administration (MBA) — International Business Administration (Project Management & Strategic Management), IBAS, Switzerland — 2025

UX Management: Strategy and Tactics — Interaction Design Foundation

Continuous Product Discovery: The What and Why — Interaction Design Foundation