Ahmed Q.

Product Designer

Enterprise SaaS · Design Systems · AI

CONTACT

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ABOUT ME

Product designer working across enterprise SaaS, design systems, and AI-assisted development.

I lead complex legacy modernizations, align product and engineering around shared systems, and carry decisions from product strategy into production.

My background spans product design, frontend development, and visual communication design. I have managed an eight-person team, shipped 300+ client projects, and now design enterprise platforms at TCP Software.

PROFESSIONAL EXPERIENCE

Product Designer | Aug 2023–Present

TCP Software

- Led the product design audit and redesign of a 10-year-old Angular workforce-management platform with no current documentation.
- Built a Figma design system used by mobile engineering, WebClock, Clock Manager, and product teams to align implementation and explore concepts faster.
- Carried the system into the Angular 21 rebuild with frontend engineering, creating a shared component foundation for ongoing delivery.
- Embedded Claude and Figma Make into design and development to speed up exploration, prototyping, and handoff.
- Guided 100+ PRDs from ambiguous requirements to shippable UX, resolving critical defects and simplifying recurring legacy workflows.
- Leading the Mobile Manager iOS redesign, setting UX direction and defining the iOS 26 migration.

Independent Product Designer | Mar 2016–Present

Probits · Selected client work

- Designed and shipped 300+ websites and digital products for clients across multiple markets, from brief through deployment.
- Managed a team of eight designers and developers across concurrent client engagements.
- Created reusable UI patterns and campaign systems to keep delivery consistent as the workload grew.

Senior Visual Communication Designer | Feb 2022–Aug 2023
Cpacket Networks

- Contributed to UI design and visual architecture for an enterprise observability platform.
- Created corporate campaigns and product communications across web, social, and events.
- Designed pitch decks and visual narratives for executive and enterprise stakeholders.

Visual Communication Designer | Mar 2020–Feb 2021
NCRI Canada Group

- Led zero-to-one product design for a debt-collection SaaS platform replacing a broken third-party desktop application.
- Mapped assignment workflows and built clickable prototypes to make case handling faster and easier to understand.
- Owned corporate communications and campaign design across the global brand.

Web Developer & Social Media Manager | Jun 2018–Nov 2020
Feelunique UAE

- Designed and launched eight WordPress e-commerce stores that generated more than AED 500K in sales, including two UK deployments.
- Created targeted social campaigns that contributed to a reported 30% increase in engagement and orders.
- Optimized content for 1,000+ product SKUs to improve organic search visibility.

EDUCATION & CERTIFICATIONS

B.S. Computer Science | 2016
University of Engineering & Technology

BA (Hons) IEDA
Beaconhouse National University | Expected 2028

Graphic Design Specialization | Mar–Oct 2018
CALARTS

Completed coursework in composition, colour theory, typography, visual research, design history, and brand systems. Produced a Brand Development Guide and an editorial book exploring image and type.

Google UX Design Professional Certificate | May 2021–Jul 2023

Google

Completed end-to-end training in user research, information architecture, interaction design, prototyping, usability testing, visual design, and accessible, user-centred product design.

SKILLS

Systems & Leadership

- AI-native Design Systems
- Information Architecture
- Enterprise SaaS
- Cross-functional Leadership

Frontend & Delivery

- Angular & React
- Component Architecture
- Design-to-Code
- Legacy Migrations

AI Product Strategy

- LLM Integration
- Claude & GPT Workflows
- Accessibility (WCAG)
- UX Analytics (Hotjar)

PROJECTS

- TCP Design System
- TCP Website V1
- TCP Website V2
- FoodPanda Health Profiles
- NCRI Debt Collection
- Timeclock Plus EDM
- Audimate - Visualization
- Surplush
- CooperSwitch
- Humanity Schedule
- Humanity Design System
- Humanity Kiosk 26