

# Ahmad Majid

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## PROFESSIONAL SUMMARY

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Product Designer with 4+ years of experience in fintech and RegTech, putting user needs and usability at the center of every decision while aligning design with business outcomes. Skilled at translating complex workflows into clear, measurable product improvements.

## EXPERIENCE

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### DAL ALILM

May 2025 – Present

*Product Designer*

*Remote*

- Sole designer on a lean cross-functional team building an all-in-one compliance platform spanning watchlist screening, case resolution, and transaction monitoring for financial institutions
- Own end-to-end design - from research and journey mapping through prototyping, usability testing, and developer handoff - balancing analyst efficiency with auditability and regulatory accuracy
- Designed IBAN verification flows, client onboarding, risk screening dashboards, client tagging, and case resolution views, simplifying dense data and decision trees for compliance analysts
- Lead UX for Arabic and English markets, applying RTL layout principles and bilingual typography to serve non-tech-savvy Saudi users while maintaining a consistent global experience
- Built and maintain the design system in Figma; partnered with engineering on Webflow surfaces, cookie consent, analytics, and A/B testing
- Produced presentation materials, demo flows, and landing pages for Money20/20, supporting business development with prospective clients and partners

### Mountainise Inc.

May 2022 – April 2025

*Product Designer*

*Remote, USA*

- Designed adaptive, user-centered experiences across IT, SaaS, healthcare, education, and logistics, integrating machine learning insights and behavioral data into the design process
- Led end-to-end UX research - user interviews, surveys, heuristic evaluations, and usability testing - uncovering pain points and driving evidence-based improvements
- Created wireframes, interactive prototypes, and reusable design system components, ensuring consistent, scalable solutions aligned with business goals
- Partnered with engineers and product managers to translate research findings into shipped features, fostering tight alignment between design and development
- Drove a **30%** increase in user engagement, a **25%** lift in conversions, and a **15%** reduction in churn through iterative, evidence-based design

## CERTIFICATIONS AND TECHNICAL SKILLS

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**Design & Prototyping:** Figma, Webflow, Framer, Adobe XD, Sketch, InVision, Excalidraw, Miro

**Research & Analytics:** Maze, Hotjar, Microsoft Clarity, PostHog, Google Analytics, Userfeel, Indemo

**Development:** HTML, CSS, JavaScript, R, C++, Agile, Scrum

**UX Skills:** User Research, Wireframing, Prototyping, Usability Testing, Interaction Design, Information Architecture, Heuristic Evaluation, Accessibility, RTL / Bilingual (Arabic-English) Design, Design Systems, UX Metrics & KPIs

**Certifications:** Google UX Design Professional Certificate, HubSpot Growth-Driven Design, Foundations of User Experience (UX) Design

## PROJECTS

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**Research Project: UX Design for Right-to-Left (RTL) Languages.** Investigating how interface patterns, navigation flows, and visual hierarchies adapt for RTL languages such as Arabic, Urdu, Persian, and Pashto. Conducting comparative usability studies and cognitive load analysis on native RTL readers to develop design guidelines that improve usability and inclusivity for RTL audiences.