

AHMED AMR

Design Engineer

Product designer who ships the code. Eight years across fintech, cross-border payments, food delivery and operations platforms, building design systems that engineers install from npm and interfaces that hold up under real operational load.

Design systems, tokens and governance; React, TypeScript, HTML/CSS; field research, interaction design and the prototypes that settle an argument before a sprint starts.

Work Experience

Hawala / Design Engineer

Cross-border dollar and euro accounts for MENA, settled over stablecoin rails

JAN 2026 - AUG 2026, NEW YORK (REMOTE), CONTRACT TO FULL TIME

- Sole designer alongside ten engineers, shipping most work as UI code rather than Figma handoffs to hold the team's release pace.
- Unified five kinds of money movement (bank top-ups, payment links, transfers to a bank, to another user and to a crypto wallet) into one transaction pattern with a single set of screens and states.
- Designed the peer-to-peer transfer flow and the card programme end to end, from the virtual card in the app through to the artwork for the physical card.
- Led the rebrand to Stack for the company's move into business accounts: name, logo, brand system and the marketing site.

Tagaddod / Senior Product designer

Tech-enabled UCO collection & waste-to-energy platform

APR 2024 - APR 2026, CAIRO, FULL TIME

- Architected and shipped an AI-ready component library (npm + LLM prompts) that served two core goals:
 1. Production scale: gave engineers a drop-in UI toolkit that cut new-feature UI coding by $\approx 41\%$
 2. Rapid MVPs: let PMs & designers launch branded experiments $\sim 5\text{--}6\times$ faster (est. 2 days vs. ~ 3 weeks) without engineering support.
- Conducted comprehensive ethnographic research with oil collectors, warehouse managers, and sales teams to map complex operational workflows, designing a unified system architecture that transformed rigid role-based processes into a flexible, capability-driven platform with progressive UI complexity to increase work utilization and reduce operational costs per ton of used cooking oil collected.
- Designed and launched new features and dashboards focused on improving operational processes and streamlining the acquisition of business owners, enabling more effective oil collection from restaurant partners.

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Education

El Shorouk Academy / Computer Science

CAIRO

Achievements

Winning Protopie 5.0 Playoff design contest

JUL 2020

protopie.io/blog/ahmed-amr

Skills & technical proficiencies

Technical Skills

- User research & synthesis: interviews, field studies/ride-alongs, usability testing
- Information architecture & interaction design; object-oriented UX; flow/edge-case design.
- Design systems: tokens, components, governance, documentation.
- Interactive prototyping
- Front-end collaboration: HTML/CSS, JavaScript/TypeScript, React, Astro.

Core Competencies

- User & field research (interviews, ride-alongs)
- Interaction & visual design
- Information architecture & object-oriented UX
- Design-system governance
- Rapid MVP prototyping & experimentation
- Data-informed UX decisions
- Cross-functional collaboration in Agile squads
- Product strategy & roadmap influence
- Clear developer hand-off & design QA
- Problem-solving & critical thinking

Tools & Platforms

- Figma · FigJam
- ProtoPie · Framer · Principle
- Adobe CC (XD, Illustrator, Photoshop)
- Amplitude · SmartLook
- Jira · Trello · Notion
- Storybook · GitHub · Vercel · Supabase

Work Experience

Koinz / Product designer

B2B2C Food tech startup operating in Egypt and KSA with 1.7M users

OCT 2018 - DEC 2022, CAIRO & KSA, FULL TIME

- Developed Koinz's component library for web and mobile applications from the ground up.
- Revamped Koinz customer app, leading to increased ordering throughput by 3.6%.
- Redesigned the Koinz merchant dashboard, fostering greater loyalty and engagement among merchants to the brand.
- Developed comprehensive internal dashboards tailored for tracking, communication, and analytics purposes, facilitating streamlined operations and informed decision-making

Thndr / Product designer

Investment platform for MENA individuals (Y Combinator, Summer 2020 batch)

APR 2022 - JUL 2022, CAIRO, CONTRACT

- Crafted Thndr's UI kit to adhere to the newly established brand identity, ensuring consistency and coherence across all platforms
- Redesigned Thndr's landing page in alignment with the company's rebranding initiative
- Developed new features for Thndr's mobile application, enhancing user experience and value proposition within the created subscription plans.

Reach-network / Product designer

Link-in-bio platform simplifying online presence for MENA creators

MAY 2019 - MAR 2022, KUWAIT (REMOTE), PART TIME

- Led the design and development of product apps, dashboards, and websites.
- Managed collaborative efforts with developers to ensure seamless execution of design vision.