

Ahmed Attia

Senior Product Designer · CEQUENS

Senior product designer with six years across telecom, SaaS, developer platforms and public services — from a first design job in 2019 to leading design across squads today.

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Experience

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CEQUENS

Dubai · Full-time · Remote

Senior Product Designer

Sep 2023 – Present

- Lead design across squads for CEQUENS' messaging, voice and API products, keeping developer-facing and business-facing surfaces consistent without flattening them into each other.
- Rebuilt research synthesis around AI tooling: interviews, support tickets and sales notes become themes squads can act on inside the same sprint, instead of arriving after the decision.
- Deliver signed-off flows as typed, accessible components in the codebase alongside the Figma file, removing the round trip where an engineer interprets a spec and I review the interpretation.
- Own the design system across surfaces — tokens, components, and the usage rules that decide when not to reach for something.
- Prototype with real data and real states so usability sessions test the product rather than a slideshow.

Product Designer

Sep 2021 – Aug 2023

- Worked with product owners to deliver user interfaces across a range of squads.
 - Ran UI design, usability reviews and competitor analysis, and turned them into reports teams actually used.
 - Established UX research practice — methods, scripts and reporting — that gave the org its first repeatable insight into how customers used the platform.
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Msaag LLC.

Turkey · Part-time · Remote

Senior Product Designer

May 2022 – May 2023

- Solo designer — responsible for the entire design process end to end.
- Built the design system and the new creator dashboard, shipping both inside a 90-day window.
- Created UI designs and prototypes used for testing with real course creators.
- Worked directly with engineers so designs were implementable, not aspirational.
- Held the work to standards for usability, accessibility and future expansion.

HydraStudioz

Egypt · Full-time · Remote

UI/UX Designer

Sep 2019 – Nov 2021

- Created design concepts and layouts grounded in layout and composition principles.
- Kept current with UI and usability practice, and brought it back into client work.
- Brainstormed and mocked up ideas across mobile and web products.

Skills

Product design

UI design

User flows

Wireframing

Prototyping

Interaction design

Visual design

Research

UX research

Usability testing

Heuristic evaluation

Competitor analysis

Research synthesis

Systems

Design systems

Tokens and components

Information architecture

Accessibility

Design QA

Working with teams

Figma

Design to code handoff

Cross-functional squads

Stakeholder reporting

Arabic / RTL interfaces

Education

B.Sc. Civil Engineering

Where the problem-solving habit started, before moving into product design in 2019.