

Aya Magdy Ibrahim

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PROFESSIONAL SUMMARY

Senior product designer with 7+ years of experience delivering user-centered digital products across fintech, e-commerce, logistics, and AI. Most recently served as the sole designer behind Supply Chain Finance at Bank Misr — a live B2B invoice financing platform for corporate suppliers and buyers, designed end-to-end from discovery to production. Skilled at translating highly complex business and financial workflows into intuitive, accessible interfaces, and at aligning cross-functional stakeholders around a clear design direction. Known for a structured, research-driven approach combining user studies, usability testing, and iterative design to measurably improve UX outcomes.

WORK EXPERIENCE

Senior Product Designer

Bank Misr — Cairo, Egypt | January 2023 – Present

- End-to-end product designer of Supply Chain Finance — a live, production-grade B2B platform enabling invoice financing for suppliers and buyers, one of the most complex financial products at Bank Misr.
- Owned the full design process for Supply Chain Finance: from stakeholder discovery, user research, and information architecture through interaction design, high-fidelity prototypes, usability testing, and developer handoff.
- Translated highly complex financial workflows (invoice submission, financing requests, approval chains, buyer/supplier portals) into clear, intuitive interfaces for corporate banking users.
- Led multiple end-to-end journeys on Bank Misr's retail banking app, including soft token authentication and biometric login — improving security flows while maintaining a seamless user experience.
- Collaborated closely with product, business, and engineering teams to define requirements and align on design direction across both B2B and retail banking products.
- Partnered with the UX research team to conduct user studies, uncover customer insights, and identify design opportunities.
- Facilitated usability testing sessions and iterated on designs based on findings to continuously improve the user experience.

Senior UI/UX Designer

Jumia — Cairo, Egypt | October 2021 – December 2022

- Led the full redesign of the Jumia Logistics location app, improving task completion rates and reducing user drop-off.
- Reduced abandonment rate in the ordering experience through data-driven UX improvements and A/B testing.
- Built and maintained a scalable design system to ensure consistency across web and mobile platforms.
- Created high-fidelity prototypes and clickable wireframes for usability testing with real users.
- Defined success metrics and KPIs to monitor feature performance post-launch.
- Worked directly with the CPO to run UX experiments and improve key product metrics.

- Contributed to JumiaPay app design for new payment integrations.

Senior UI/UX Designer

Kemet AI — Cairo, Egypt | September 2020 – September 2021

- Designed SaaS platforms, CRM tools, and dashboards for AI and machine learning products.
- Communicated directly with product owners and stakeholders to gather requirements and validate design decisions.
- Improved user journeys across logistics and AI-driven applications.
- Delivered complete screen designs with interactive prototypes, supporting both front-end and back-end teams with design assets.

UI/UX Designer

Hitop — Riyadh, Saudi Arabia | May 2020 – October 2021

- Designed original digital products from concept to delivery, conducting competitive research to inform UX strategy.
- Created visually compelling and accessible screen designs focused on usability and flexibility.

UI/UX Designer

Digital Experts — Cairo, Egypt | February 2019 – July 2020

- Designed tourism websites for leading travel companies, focusing on engaging and intuitive user experiences.

Marketplace UI/UX Designer

Squadio (Freelance / Full-time Projects) | May 2017 – October 2021

- Delivered full-cycle UI/UX design across multiple marketplace and digital product projects.

NOTABLE PROJECTS

MAL — Fintech app — end-to-end product design for a financial management app.

Innocalls — Calling system — designed a full VoIP/calling platform experience from discovery to delivery.

LEAP — AI marketing tool — designed an AI-powered marketing automation product for persona and campaign management.

GALSA — Booking sessions system — end-to-end design for a booking and scheduling platform.

MUNJIZ — Task and productivity platform — full product design across web and mobile.

USHERS — Ushers management system — designed a workforce and event management dashboard.

Virteb — A healthcare app for both doctor and patient workflows.

SEU – Imam Turkey Ibn Abdullah Natural Reserve — Website and admin dashboard for a Saudi environmental reserve.

EDUCATION

Bachelor of Science in Computer Science

Ain Shams University, Cairo, Egypt | 2015 – 2020

TOOLS & METHODOLOGIES

Design Tools: Figma, FigmaJam, Adobe XD, Sketch, Zeplin

Project Management: JIRA, Confluence, Trello, Miro

Methodologies: Agile (Scrum), Waterfall, Design Thinking, User Research, Usability Testing