

Ayman Asharaf

Senior UX Designer

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Profile Summary

Senior UX Designer with 5+ years of experience shaping digital products across EdTech, PropTech, E-commerce, SaaS and more. Proven adaptability across industries, learning each one's users, business models and needs to design products that fit. Skilled across the full design process, from discovery and user research to UI design, design systems and developer handoff. Led design delivery in both agency and in-house product teams, with a talent for turning complex flows into intuitive, simple experiences.

Work Experience

Lead UX Designer

MXBO Studio | Dubai, UAE

Sep 2024 - Present

- Designed end-to-end experiences for mobile apps, web apps and websites across FinTech, Government, Travel, Banking, B2B SaaS, B2C e-Commerce and more, grounding every solution in real user needs.
- Led design delivery from brief intake and client proposals through discovery, user flows, wireframes, concept directions and final UI to engineering handoff.
- Handle client presentations and stakeholder discussions, aligning business goals, scope and priorities at different project stages.
- Designed multiple in-house products alongside client work, and helped improve studio workflows by introducing AI-assisted processes and reusable templates that cut project setup time by half.

UX Designer

TOEFL ETS | Remote

Nov 2024 - Present

- Drove design improvements across multiple TOEFL products, from early ideation and final UI through to studying how users interact with each release.
- Helped build a comprehensive design system alongside a full rebrand and redesign across the TOEFL product suite.
- Ideated and designed new products, including early-stage concepts for test takers and an institution portal that lets universities manage the TOEFL scores they receive.
- Identified quick wins that fit existing timelines and technology, and scaled those incremental improvements into a site-wide design overhaul.
- Ran regular design reviews and UX audits, using feature performance and user feedback to refine flows and keep quality consistent across products.
- Partnered with product managers, developers and stakeholders to scope features, validate technical feasibility and align designs with business goals.

Senior UX Designer

PRYPCO | Dubai, UAE

Oct 2023 - Sep 2024

- Joined as the founding designer and owned end-to-end design, from ideation to handoff, for PRYPCO's three products: Mortgage, Blocks and Agents.
- Designed the company's first product experiences across web and mobile, covering end-user and customer journeys as well as internal product flows, and later adapted them through a complete rebrand.
- Ran competitor analysis to benchmark the market and validate early concepts before development.
- Carried out qualitative and quantitative research, including usability testing with agents, to uncover pain points and growth opportunities and turn insights into clear, well-crafted product solutions.
- Built a unified design system that brought all three verticals under one consistent visual and interaction language.
- Focused on solving real customer problems over surface-level visuals, simplifying fractional property ownership, streamlining mortgage applications and giving agents clearer ways to manage their leads.
- Defined the information architecture for complex products, including the Agents platform and its internal tools, starting from early concepts and refining through iteration with product teams and users.

- Led stakeholder presentations and flow walkthroughs to align teams across product, business and marketing on product direction.

UX Designer

MAJD Digital, OMNIYAT | Dubai, UAE

Oct 2022 - Oct 2023

- Served as the founding UX designer for amal (B2C) and aney (B2B), owning the full e-commerce experience across mobile apps and websites.
- Shaped marketplace journeys for both platforms by mapping existing business flows, streamlining them and tailoring the designs to each audience's needs.
- Helped establish a strong digital presence in a market with low digital adoption, designing flows for first-time online shoppers and business buyers and evolving them through continuous feedback from customers and the delivery team.
- Designed incentive, gamification and discount features, along with campaign flows and supporting assets, to increase engagement and drive sales.
- Created a reusable component library for product and marketing assets across the website and social channels, which cut setup time and shortened delivery from idea to launch.
- Set up and partially automated a workflow for adding and updating products across the platform, making catalogue management faster and more reliable.
- Led design of the sales and broker app for OMNIYAT, turning complex real estate purchase flows into a premium experience, and unified fragmented agency-produced marketing pages into one cohesive design system.

UX Designer

Kinetic Brands | Dubai, UAE

Oct 2021 - Sep 2022

- Delivered design solutions for clients across Banking, B2B SaaS, Real estate, e-Commerce, and Healthcare.
- Owned the design of two major banks' mobile apps, websites, ATMs and other touchpoints, from user flows and wireframes to UI concepts, design systems and final handoff.
- Crafted the user flows and interface for a B2B customer portal in the healthcare sector, taking it from concept to developer-ready designs.

UX Design Intern

Ducklife | Dubai, UAE

Feb 2021 - Aug 2021

- Designed experiences for clients across e-Commerce, Mobility, and Social Media.
- Designed a next-generation job portal concept that matched candidates on cultural and personality fit rather than traditional criteria.
- Created user flows, wireframes and UI concepts for clients looking for bold, unconventional digital experiences.

Skills

UX Strategy | UI Design | Design Systems | User Research | Usability Testing | Information Architecture | Prototyping | UX Audits | Product Thinking | Stakeholder Management | Figma

Languages

English | Hindi | Malayalam | Arabic (basic proficiency)

Education

National Institute of Technology, Puducherry, India | Computer Science Engineering

2018 – 2022

The Indian High School, Dubai | Entire Schooling till Grade 12

2014 – 2018