

OSAMA ELDRIENY (Oo)

Staff Product Designer | Design Systems & AI | Enterprise UX | Team Leadership

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Location: Malaysia | Visa: Open to sponsorship for Germany, Netherlands, Ireland

PROFESSIONAL SUMMARY

Staff Product Designer with 10+ years shipping enterprise B2B/SaaS products. Expert in translating complex business workflows into intuitive product experiences. Specialized in design systems architecture with design tokens, Atomic Design patterns, and multi-theme systems. Design Engineer writing HTML, CSS, JavaScript. Proven leader mentoring 100+ designers; advocate for AI-enhanced design workflows. Passionate about building design culture, enabling teams, and shipping impactful products that matter.

PROFESSIONAL EXPERIENCE

Staff Product Designer – Nintex | *Enterprise Workflow Automation (Jun 2025 - Present)*

- Designed enterprise workflow automation interfaces for complex business processes, leveraging design systems principles and AI-assisted design exploration to iterate rapidly on sophisticated interaction patterns
- Collaborated with engineering and product to define design systems strategy for low-code/no-code platforms, ensuring seamless implementation across complex enterprise workflows
- Led cross-functional design reviews and product alignment sessions with 5+ engineering teams

UX Lead – FPT Software | *Kuala Lumpur, Malaysia (Aug 2023 - Oct 2025)*

- Led enterprise-scale UX design at Petronas; established scalable multi-theme design system with design tokens, reducing development effort by 50% across 8+ product teams
- Reduced iteration time by 40% through AI-assisted rapid prototyping (Cursor, Claude) and vibe coding—generating functional prototypes directly from design specs for stakeholder validation
- Led, mentored, and trained 100+ designers; established UX best practices, design governance, and structured design review processes; fostered culture of design excellence across distributed teams
- Improved workflow efficiency and digital adoption at Petronas through comprehensive user research and AI-driven usability testing

Product Design Lead – WhipMobility | *Kuala Lumpur, Malaysia (Jan 2022 - Aug 2023)*

- Led end-to-end UX for web/mobile transportation platforms; increased user retention by 25% through user analytics, pain point identification, and high-impact design changes
- Built multi-theme design system with design tokens; implemented Atomic Design patterns with variant logic and reusable components, reducing development effort by 50%
- Conducted iterative usability testing and structured user feedback analysis; validated features before committing engineering resources
- Collaborated with PMs and engineering to define product strategy using rapid prototyping and data-driven design decisions

Product Owner – WhipMobility | *Kuala Lumpur, Malaysia (Oct 2021 - Jan 2022)*

- Prioritized product backlog and aligned sprint planning with business goals; facilitated cross-functional PI planning workshops

Senior Digital Designer – Ultradata | *Kuala Lumpur, Malaysia (Sep 2018 - Oct 2021)*

- Designed banking templates and interfaces used by 100K+ users in Australian market; developed responsive UIs with Figma/Adobe XD
- Standardized design components across products, ensuring visual consistency and WCAG accessibility compliance; cut production cycles by 70%

Senior UI/UX Designer – MOBE (Oct 2016 - Aug 2018)

Designed mobile-first learning platforms with high user retention; conducted user research and created scalable design assets

Senior GUI/UX Designer – Nuitex (Aug 2015 - Sep 2016, Remote)

Senior GUI/UX Designer – NabdaCare (Jun 2014 - Jul 2015, Cairo)

UI/UX Designer – Starware Group (Sep 2012 - May 2014, Cairo)

EXPERTISE & SKILLS

PRODUCT DESIGN: Enterprise UX, B2B/B2C SaaS Product Design, Workflow Design, End-to-End Design Ownership, User Experience (UX), User Interface (UI), Interaction Design, Wireframing & Prototyping, Information Architecture, Data-Driven Design Decisions, Experience Design, User Research & Testing, Usability Testing

DESIGN SYSTEMS ARCHITECTURE: Design Tokens, Token Architecture, Figma Variables, Atomic Design, Multi-Theme Systems, Multi-Brand Architecture, Component Library Design, Design System Strategy & Governance, System Documentation, Design Ops

DESIGN ENGINEERING: HTML5, CSS/CSS3, JavaScript, Design-to-Code Workflow, Figma Plugin Development, AI-Assisted Prototyping (Cursor, Claude), Vibe Coding, Frontend Development Workflows, Bootstrap

RESEARCH & TESTING: User Interviews, Persona Development, Journey Mapping, A/B Testing, Analytics Interpretation, Competitive Analysis, Accessibility (WCAG 2.1)

LEADERSHIP & MENTORSHIP: Team Leadership, Design Team Management (100+ designers), Mentoring (300+ designers via ADPList), Cross-Functional Collaboration, Design Culture Building, Community Education

DESIGN TOOLS: Figma (expert), Tokens Studio (expert), Adobe XD, Sketch

KEY ACHIEVEMENTS

- ✓ Built multi-theme design systems with design tokens for 8+ teams, reducing design-to-dev effort by 50% and accelerating feature delivery
- ✓ Reduced iteration cycles by 40% through AI-assisted rapid prototyping and design-to-code workflows (Cursor, Claude)
- ✓ Increased product retention by 25% through data-driven UX optimization at WhipMobility
- ✓ Mentored and trained 100+ designers at FPT Software; 300+ mentees via ADPList community platform
- ✓ Created free design tools used by community: MyPointer (AI feedback), Variables-to-JSON (Figma plugin), Tokens Generator, Theme Manager
- ✓ 9 workshops hosted; 8.14K YouTube subscribers; 7 Medium articles on design systems and AI; Co-founder of Oo Design Community

EDUCATION

Bachelor's Degree in Accounting, Faculty of Commerce, Tanta University

CERTIFICATIONS & RECOGNITION

- Certified SAFe® 5 Product Owner/Product Manager – Scaled Agile, Inc.

- ADPList Community Recognition – 300+ Designers Mentored

LANGUAGES

English (Fluent) | Arabic / Egyptian Dialect (Native)