

AbdelRahman Atif

Product Design Manager in Cairo, Egypt
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About

I've spent 10+ years in tech startups, currently managing a team of seven at Idaratech, where I built the design department from the ground up. My work involves building design systems that scale across multiple brands and platforms, automating the handoff between design and development, and leading the design of complex 0→1 modules and cross-platform systems. I lead product strategies that align with business needs by guiding my team toward the company's vision.

Experience

2024 — Now

Product Design Manager at Idaratech

ERP system, SaaS · Promoted from lead to build and oversee the entire design function

- Built the product design team from scratch, scaling from the sole founding designer to a team of 7 designers, including 2 product design leads.
- Built a cross-system design language for 5 different modules, automating the handoff between design and the design system GitHub repo.
- Built and launched 2 comprehensive design systems for Web and Mobile that inherit the unified design language.
- Shipped 3 complex modules from 0→1 — CRM, Project Management, and Supply Chain — and delivered the brand-new Mobile App v2.

2024

Product Design Lead at Idaratech

- Joined as the first designer and established the foundational design infrastructure.
- Built the design strategy for the ERP suite, ensuring scalability across multiple functional modules.

2023 — 2024

Senior Product Designer at Moneyfellows

Fintech

- Led the Credit Assessment project, implementing an ML model with the data science team — a 12% reduction in default rates and a 56M EGP decrease in exposure.
- Facilitated workshops to mentor designers, align engineers with the Figma workflow and design system, and introduce new experiences to stakeholders.
- Improved the design system and its usability, increasing designer satisfaction by 60%.

2022

Senior Product Designer at Zyda

E-commerce, SaaS

- Redesigned Zyda's white-labeled storefronts, increasing the conversion rate by 23%.
- Designed the dine-in mobile app (DYNE), increasing customer acquisition by 8%.
- Built the SaaS delivery system (VERD) for faster order tracking, increasing task completion by 13%.

2020 — 2021

Senior Product Designer at Dailymealz

Food delivery

- Partnered with C-level executives to revamp the consumer app experience, enhancing customer engagement.
- Built a SaaS system for partner companies, increasing customer acquisition by 17%.
- Redesigned the official website, increasing the conversion rate by 4%.

2019 — 2020

Senior Product Designer at Bosta

Logistics

- Built a B2B vendor portal from 0 to 1, achieving a 100% automated tracking process.
- Revamped Bosta's official website and contributed to the new courier app experience.

Product Designer at Hawaya (Match Group)

- Redesigned the mobile app and brand identity, leading to the acquisition by Match Group.

Creative Manager at Iqraaly

- Revamped the mobile app after a 2-year App Store removal, honored with "App of the Day."

Clients & Projects

Selected

TBS EG, 30 North EG, Itqan KSA, Mutlaq Studio UAE, Athlefy EG, Numo ERP KSA, Mawj AI KSA, Kaaf KSA, Falak KSA, Brandworx EG, VitaCare KSA, The Shura Council KSA, OVU. JO, Digital Egypt EG

Skills

Leadership

Design management, team scaling, mentorship, design ops, strategic design thinking

Craft

Design systems, interaction design, prototyping, Framer, icon design, UX writing

Research

User interviews, usability testing, human-centered design, user research, user flows

Education

2016

Faculty of Engineering, Minia University

Undergraduate coursework in Engineering

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