Ahmed Idris

UX / Product Design Lead
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SUMMARY

UX/Product Design Lead with 3+ years of experience designing enterprise and government digital systems from scratch. Experienced in defining UX architecture, building complex multi-user workflows, conducting structured user research, and leading product decisions in collaboration with stakeholders and engineering teams. Strong background in system design, usability testing, and scalable UX solutions for enterprise environments.

SKILLS

UX & Product Design
UX Strategy, Product Thinking, User Research (1:1 interviews, usability testing), Information Architecture, Wireframing, Prototyping, Interaction Design, Design Systems, Feature Prioritization, System Design Thinking

Tools
Figma, Framer, Adobe Creative Suite, Miro, Zeplin, Inkscape, GIMP, Krita

Leadership & Collaboration
UX Leadership, Product Collaboration, Stakeholder Management, Cross-functional Collaboration, Design Handoff, Mentorship, Constraint-driven Design

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EXPERIENCE

UX / Product Design Lead — Cloudypedia (Google Partner)

May 2023 – Present

- Lead UX strategy and product design across enterprise and government digital systems
- Design and launch **end-to-end digital systems from scratch**, including government developer portals and enterprise operational platforms
- Define UX architecture, information hierarchy, workflows, and interaction models for complex multi-user environments
- Apply government-mandated design systems where required, and design custom UI solutions where no system exists
- Conduct structured **1:1 user interviews and usability testing sessions**, translating insights into UX and product decisions
- Drive feature prioritization and product direction in collaboration with stakeholders and engineering teams
- Mentor and train 4 junior designers and interns, improving UX execution quality and design consistency
- Own and evolve internal design systems used across enterprise products

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KEY PROJECTS

Government Digital Developer Platforms — Saudi Arabia

(Payments, Real Estate, Water, Health Insurance)

- Designed and launched **new government developer portals from scratch**, defining full UX structure and system architecture
- Built multi-role workflows and interaction systems for complex regulated environments
- Applied standardized government design systems where required and created custom UI patterns when not provided
- Designed scalable digital systems for high-complexity enterprise government services

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Reseller Licensing Ops — North America

- Designed centralized system for managing third-party services and internal operations
- Conducted usability testing to validate workflows and inform feature prioritization
- Redesigned notification and alerting systems to improve operational clarity and system visibility
- Built structured UX flows for fragmented multi-tool processes

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Vehicle Operations Platform — North America / Canada

- Designed internal operational system replacing spreadsheet-based workflows
- Built dashboards, workflows, and structured task flows for enterprise operations
- Conducted iterative usability testing with operational staff to refine system usability
- Introduced scalable design system foundations for internal enterprise tools
- Consolidated fragmented workflows into a unified operational interface

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EDUCATION

- Advanced UX Design Nanodegree — Udacity (MCIT) | 2022
- UI/UX Design Specialization — California Institute of the Arts | 2019
- BSc, Decision Support & Operations Research — Cairo University | 2020
    - Minor: Computer Science
    - Graduation Project: Excellent

LANGUAGES

Arabic (Fluent), English (Fluent)
