nada el rayes

Product Designer · Product Engineer

Gaza, Palestine • nada.h.rayes@gmail.com • linkedin.com/in/nadaelrayyes • WhatsApp +970 59 260 4155

Open to opportunities in Saudi Arabia and remote roles

professional summary

Product Designer and Product Engineer with 5 years of experience across e-commerce SaaS, AI-enabled operations, and education technology. Translates user and business needs into clear product flows, scalable interface systems, and launch-ready experiences while working closely with engineering, marketing, and business teams serving Saudi and GCC users.

core expertise

- Product Strategy
- End-to-End Product Design
- User Research
- Journey Mapping
- Information Architecture
- Prototyping
- Design Systems
- Usability Testing
- Product Analytics
- AI-Assisted Development
- Workflow Automation
- Stakeholder Management

professional experience

Product Designer and Product Engineer · One Studio

May 2023 - Present

- Lead product design and delivery across e-commerce SaaS and education technology, from research and requirements through validation and launch support.
- Shape a portfolio of merchant products for Salla and Zid merchants, translating merchant pain points into product flows, PRDs, prototypes, and release priorities.
- Structured a no-code merchandising product across 80 interface sections and six feature categories, including build-your-own bundles, quantity-based discounts, trust elements, and no-code merchandising controls.
- Redesigned the journeys of a multi-role education platform for students, teachers, parents, and principals; expanded documented journey connections from 112 to 521 and resolved 14 cross-role handoff gaps.
- Contributed to an automated outreach and CRM workflow that delivered approximately 750 emails in 31 days, with approval, deduplication, tracking, and follow-up controls.
- Partner with engineers, marketers, and business owners to prioritize requirements, review implementation quality, and support launches across web and mobile products.

Product Designer · EdTech platform

May 2023

- Design modular dashboards and responsive experiences for different user segments, with a focus on task clarity and consistent interaction patterns.
- Run prototype reviews to identify friction, validate design decisions, and improve developer handoff quality.

Product Designer · Purpose

Dec 2024 - Jan 2025

- Redesigned analytics dashboards to improve information hierarchy, data readability, and user interaction.
- Created interactive prototypes and incorporated findings from usability sessions and stakeholder reviews into the final UX direction.

earlier experience

Product Designer · Famcare

Apr 2022 - May 2023

- Aligned product decisions with business objectives through close collaboration with development and marketing teams.
- Created UX documentation that clarified requirements, supported prioritization, and improved team execution.

UI UX Designer · Unitone

Feb 2022 - Apr 2022

- Designed mobile-first interfaces and navigation patterns for consumer applications.
- Built and tested interactive prototypes to validate concepts and guide implementation.

UI UX Designer · New Solution

Apr 2021 - Jun 2021

- Delivered end-to-end design for multiple client applications under tight timelines.
- Presented UX rationale and progress updates to stakeholders while coordinating with developers.

education & training

Bachelor Degree in Multimedia

Islamic University of Gaza · 2022

Coursework and projects covered interface design, mobile applications, user behavior research, prototyping, and digital media production.

Employability and Communication Training

Education For Employment · 2021

Training in professional communication, presentations, interviews, and workplace collaboration.

leadership & collaboration

- Facilitate alignment across design, engineering, marketing, and business stakeholders through clear product documentation and decision rationale.
- Support junior designers through feedback, design reviews, and practical guidance while maintaining quality under tight deadlines.

tools & methods

Design	Figma, FigJam, Figma Make, Figma Sites, Figma Buzz, Adobe XD, Illustrator, Photoshop
Product methods	User research, usability testing, journey mapping, wireframing, prototyping, design systems, responsive design
Delivery	PRDs, product documentation, developer handoff, quality review, agile collaboration, stakeholder presentations
Collaboration	Notion, Jira, Trello, Slack; web, Android, and iOS product environments