GHADA SAMY

Sr. UI/UX and Product Designer — Design Systems, Enterprise UX & AI-Powered Design

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SUMMARY

Sr. UI/UX and Product Designer with 9+ years shipping fintech, banking, automotive and enterprise SaaS products. Specialised in design systems and design tokens, enterprise UX, AI-powered design workflows (generative AI), and UX research, information architecture, usability testing and prototyping in Figma. Has led and mentored design teams of up to 16.

EXPERIENCE

UX Strategy & Product Designer – Fintech & Legal AI
Independent Consulting Practice, Malaysia / USA *Jan 2023 – Present*

Merchantrade Asia (Fintech Platform)

- Provided end-to-end UX and product consultancy across Merchantrade Money, Enrich App, eRemit and the Feego student payment platform, covering mobile application design for onboarding, international money transfer and transaction history.
- Conducted UX audits and usability testing; prioritised findings with stakeholders and delivered iterative improvements within Agile development cycles.
- Simplified user flows and optimised form design, increasing conversion rates and reducing abandonment across high-priority journeys.

Magna (Legal AI Platform)

- Delivered UX strategy and product consulting for an AI-powered legal document analysis platform, designing information architecture and interaction patterns (enterprise UX, generative AI) that reduced cognitive load for legal professionals.
- Conducted market and competitor analysis, surfacing strategic gaps that informed the product roadmap and go-to-market narrative.
- Made complex AI capabilities discoverable and trustworthy through intuitive UI patterns, validated through user testing with practising legal professionals.

Lead UI/UX & Product Designer – Enterprise UX
FPT Software (Client: Petronas), Malaysia *Nov 2023 – Apr 2025*

- Led a team of 16 designers; mentored 5 juniors on user-centred design and WCAG 2.1 accessibility.
- Ran user research and co-design workshops, and standardised design specs and documentation to cut design-to-development rework.

Lead Product Designer – Automotive Dealership Platforms
WHIP Mobility, Malaysia *Aug 2021 – Sep 2023*

- Cut service scheduling time by 60% with streamlined booking workflows across web and mobile for Auto Bavaria, Eurokars, CarVault and more.
- Defined product vision and roadmap; built a reusable component library and design system shared across client releases.

Sr. UI/UX Designer – Banking & Fintech Products
Aleph-Labs, Malaysia *Jul 2020 – Jul 2021*

- UX strategy for six Southeast Asian banks (Bank Islam, OCBC, AmBank, Alliance Bank and others), reaching 15M+ users.
- Figma prototypes and usability testing gave 40% faster approvals and 45% better handoff efficiency.

Earlier: Sr. UI/UX Designer, Recruitable (2020) · Sr. UI/UX Designer, Abundant Academy (2018 – 2020) · Creative Designer, MOBE (2017 – 2018)

KEY ACHIEVEMENTS

- Introduced design system frameworks at two organisations, cutting design inconsistencies by 40%.
- Led UX-driven digital transformation across five automotive dealership networks and six regional banks, reaching 15M+ users.
- Founded UI Markets, a design toolkit platform with 10,000+ users.

EDUCATION

BA in Arts and Education, Egypt
Equivalent to Level 7 Bachelor's Degree, 2012 – 2016

LANGUAGES

English (Fluent) · Arabic (Native)

CERTIFICATIONS

- Google UX Design Professional Certificate
- AI in Design: Current Tools, Future Applications
- Design Leadership & Cross-functional Team Management