Saleh Bazuhair

Lead Product Designer & Product Builder

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Based in Yemen · Remote · UTC+3

Lead product designer with 11+ years across fintech, open banking and B2B SaaS. I turn complex, regulated journeys into clear products people trust — from research and strategy to Arabic-first design systems and hands-on React delivery. I also design, build and ship my own apps.

+27%
consent completion · Tarabut

1.6 → 8.2%
signup conversion · BUILTOP

100K+
GCC customers on flows I designed

2,500+
downloads of my apps in two months

EXPERIENCE

2026 – Present
Remote

Bazuhair Information Technology · Founder, Product Designer & Builder

Three Arabic-first apps on the App Store and Google Play

- **Maqasi** — AI-assisted clothing-size guidance that reads a store's size chart against your measurements; **1,000+ downloads**.
- **Sila** — privacy-first Islamic daily companion, native on Android and iOS with home-screen widgets; **500+ downloads**.
- **Wamd** — eight Arabic brain games with daily challenges and live matches, built in Flutter; **1,000+ downloads**.
- **The Open Conversation** — conversational banking concept, designed and coded end-to-end.

Jan – May 2026
Riyadh · Remote

BUILTOP · Product Lead

B2B procurement and embedded finance · promoted from Lead Product Designer

- Redesigned signup from funnel and session evidence, moving business verification later: conversion rose from **1.6% to 8.2%**.
- Built an Arabic-first RTL design system and designed the purchase-order, payments and notification experiences.
- Shipped the Requests Portal frontend in React and TypeScript; lifted mobile PageSpeed from **46 to 91**.
- Set up product measurement in GA4, Microsoft Clarity and Looker Studio, with a weekly health dashboard.

Dec 2023 – Nov 2025
Riyadh, Saudi Arabia

Tarabut · Lead Product Designer

Open banking · GCC bank partners

- Redesigned the Connect Flow consent journey — clearer permissions, bank selection and guidance: **+27% completion**.
- Led UX for the AMEX credit-limit integration; designed open-banking flows used by **100K+** customers.
- Created white-label Arabic and English patterns that balance bank requirements, compliance and WCAG 2.1 AA.
- Built design systems that sped up delivery by **40%**; tested iteratively with **200+ users**.

May 2022 – May 2023
UAE · Remote

Cars24 Arabia · Senior Product Designer

Automotive marketplace

- Led research for value-added services through interviews, NPS, field visits and behavioural data.
- Redesigned service discovery and bundling: **11% margin uplift** and **18% higher booking success**.
- Validated bundle presentations with A/B and usability testing (**80+ participants**).

Jun 2020 – Apr 2022
Saudi Arabia · Remote

Speero · UX Experience Designer

Automotive products

- Built a unified design system across iOS, Android and web with consistent engineering handoffs.
- Used research, dashboards and stakeholder workshops to shape direction and simplify operations.

Nov 2019 – Feb 2020
UAE · Remote

Horizontal · UX Research & Design Consultant

Digital banking

- Led UX research and design on a complex mobile app for a high-profile UAE bank brand, bringing research rigour and user-behaviour insight to the creative team.

EARLIER EXPERIENCE

2018 – 2019

Meddy · Senior Product Designer

Sole designer; clinic app redesign drove **38% higher adoption** and **22% fewer booking drop-offs**.

2017 – 2018

Winfooz · UX/UI Designer

Buyer-seller journeys and reusable patterns for an automotive marketplace.

2016 – 2017

Thapp · UX/UI Designer

5+ apps with 100K+ downloads, one reaching **#1 in the Saudi App Store**.

2015 – 2016

Clickapps · UX/UI Designer

15+ products for clients including Almarai and Cisco.

SKILLS

Product
Strategy, discovery, UX research, information architecture, interaction design, usability testing, experimentation

Systems
Design systems, Arabic/RTL UX, enterprise workflows, accessibility, engineering collaboration

Build
AI-assisted development (Claude, Codex), React, TypeScript, HTML/CSS, Firebase, Flutter, native iOS & Android

Tools
Figma, FigJam, GA4, Microsoft Clarity, Looker Studio, Confluence

CERTIFICATIONS & RECOGNITION

Top 50 UX Design Mentor
ADPList · Jul–Sep 2026

User Experience & Interaction Design
Interaction Design Foundation · 2017 · top 10% globally

UX Strategy: Product & Research
Interaction Design Foundation · 2020

Design Thinking · Human-Centered Design
University of Virginia 2020 · IDEO + Acumen 2021

EDUCATION

B.Sc. Electronics & Communications Engineering
Hadhramaut University · 2016 · 83%

Languages
Arabic (native) · English