SALEH BAZUHAIR

Senior Product Designer & Product Builder

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Remote | UTC+3 | GCC/MENA experience

Senior product designer with 11+ years across fintech, open banking, and B2B SaaS. Raised signup conversion from **1.6% to 8.2%** and improved consent completion by **27%**. Combines research, product strategy, Arabic/RTL systems, and AI-assisted development with hands-on React/TypeScript delivery to turn ambiguous problems into shipped digital products.

EXPERIENCE

INDEPENDENT | Product Designer & Builder | 2026 - Present

Arabic-first products and functional product development | Remote

- Designed and built Maqasi, an Arabic-first fashion-sizing product that combines garment images, store size charts, and personal fit preferences into an explained recommendation experience.
- Designed, developed, and shipped Sila, an Arabic daily companion for prayer times, Quran, and adhkar, taking the product from concept and UX through native implementation and Google Play release.
- Designed and coded The Open Conversation end-to-end in HTML, CSS, and JavaScript, creating a self-directed banking experience with contextual financial drill-downs and interaction-latency instrumentation.

BUILTOP | Product Lead | Jan 2026 - May 2026

Promoted from Lead Product Designer | B2B procurement and embedded finance | Remote

- Redesigned signup using funnel and session evidence, moving business verification later in the journey and increasing conversion from **1.6% to 8.2%**.
- Expanded ownership into product strategy and roadmap prioritization following promotion to Product Lead.
- Built an Arabic-first RTL design system for web and mobile, and designed purchase-order workflows through detailed engineering specifications in Confluence.
- Delivered the Requests Portal frontend in React and TypeScript, extending ownership from product strategy and UX into working implementation.
- Established product measurement with GA4, Microsoft Clarity, and Looker Studio, including a weekly product-health dashboard.

TARABUT | Lead Product Designer | Dec 2023 - Nov 2025

Open banking | GCC bank partners

- Redesigned the Connect Flow consent journey, improving completion by **27%** through clearer permissions, bank selection, and guided progression.
- Created reusable white-label patterns for Arabic and English experiences, balancing partner-bank requirements with compliance and user trust.
- Led UX for the AMEX credit-limit integration and designed open-banking flows used by **100K+** customers across the GCC.
- Built scalable design systems that accelerated design delivery by **40%**.

EXPERIENCE CONTINUED

CARS24 ARABIA | Senior Product Designer | May 2022 - May 2023

Automotive marketplace | UAE | Remote

- Led research and product design for value-added services, combining customer interviews, NPS feedback, field visits, sales insights, and behavioral evidence to uncover opportunities across the car-buying journey.
- Redesigned service discovery and bundling, introducing relevant add-ons earlier in the purchase journey and contributing to an 11% margin uplift.
- Designed and validated new bundle presentations through A/B testing, turning recurring buyer questions into clearer self-service explanations.

SPEERO | UX Experience Designer | Jun 2020 - Apr 2022

Automotive products | Saudi Arabia | Remote

- Built a unified design system across iOS, Android, and web, connecting reusable components with consistent engineering handoffs.
- Used research, dashboard design, and stakeholder workshops to inform product direction and simplify operational workflows.

EARLIER EXPERIENCE

MEDDY | Senior Product Designer | Feb 2018 - Jan 2019

Sole designer across patient booking and clinic operations; designed check-in flows, scheduling dashboards, and a shared design system.

WINFOOZ | UX/UI Designer | Mar 2017 - Feb 2018

Designed buyer-seller journeys and reusable interface patterns for an automotive marketplace across web and mobile.

THAPP | UX/UI Designer | Apr 2016 - Jan 2017

Designed mobile-app and game experiences, visual systems, and interactive prototypes.

CLICKAPPS | UX/UI Designer | Jan 2015 - Mar 2016

Delivered mobile and web product interfaces, responsive dashboards, and prototypes for agency clients.

SKILLS

Product: Product strategy, discovery, UX research, information architecture, interaction design, usability testing, experimentation, conversion optimization.

Systems: Design systems, component architecture, Arabic/RTL UX, enterprise workflows, responsive design, accessibility, engineering collaboration.

Build: AI-assisted product development with Claude and Codex; functional prototyping; React, TypeScript, JavaScript, HTML/CSS, Firebase; native iOS and Android product development.

Tools & Analytics: Figma, FigJam, GA4, Microsoft Clarity, Looker Studio, Confluence.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor's in Electronics & Communications Engineering | Hadhramaut University | 2016

UX Strategy: Product & Research | Interaction Design Foundation | 2020

Languages: Arabic (native); English