

Sarah Tarek.

UAE based product designer with 4+ years of expertise in creating user-centered design solutions for both B2B and B2C products.

 [Portfolio](#)

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EXPERIENCE

Sharjah Digital Department (Government), UAE — *Product Designer*

Apr 2024 - Present

Currently designing user-centric G2C (Government to Citizen) and G2G (Government to Government) services to improve the digital experience for Sharjah's citizens and enhance government efficiency.

JISR (SaaS), KSA — *Product Designer*

May 2023 - Apr 2024 · 1 year

Designed a custom Applicant Tracking System (ATS) for Jisr, a Saudi HR software platform, streamlining recruitment processes and improving hiring efficiency. The solution enhanced client satisfaction, attracted new clients, and strengthened Jisr's position in the HR tech market.

Geidea (Fintech), KSA— *Product Designer*

Nov 2021 - Apr 2023 · 1 year & 6 months

Designed and developed key user experiences for Geidea, a leading fintech payment solutions provider in KSA, UAE, and Egypt. This included helping create Geidea's first design system, designing an intuitive new merchant dashboard and login/registration pages, and revamping the product checkout and KYC/KYB verification processes to optimize conversion and reduce time to value for users.

WUZZUF (SaaS), Egypt — *UX Designer (Full time)*

Sep 2020 - Oct 2022 · 1 year & 2 months

Worked with the Growth Squad at Wuzzuf, a leading recruitment platform, focusing on enhancing user experience and optimizing conversion rates. Led the redesign of the signup and onboarding

EDUCATION

Ain Shams University — *Business Administration*

Feb 2014 - Aug 2018

SKILLS

Prototyping

User Research

UX Design

UI Design

Quantitative Analysis

Qualitative Analysis

Wireframing

A/B Testing

Competitive Analysis

TOOLS

Figma, Sketch, Adobe XD

Inspectlet, Hotjar

Google Analytics, Tableau

Confluence, Invision, Overflow

Google Optimize, Ditto, Frontitude

flows for new users.

WUZZUF (SaaS), Egypt — *UX Designer (internship)*

Jun 2020 - Aug 2020 · 3 months

I completed a 3-month internship with the UX Team at WUZZUF, learning every aspect of the product design process.

WUZZUF (SaaS), Egypt — *Recruitment Specialist*

Jun 2019 - May 2020 · 1 year

Betahubs (Software house), Egypt — *Human resources specialist*

Jun 2018 - Jun 2019 · 1 year & 1 month

LANGUAGES

Arabic - Native

English - Professional

French - Intermediate