Rofaida AbdEl-Wahap

Product Designer · UI/UX

rofaidaabdalwahap@gmail.com +201066134514 Nasr City, Cairo, Egypt

linkedin.com/in/rofaida-abdelwahap-3187a1399 rofaidaabdelwahap.pages.dev

PROFILE

Product designer with a visual design background and hands-on experience in fintech, ERP and e-commerce. I take features from research and requirements to tested flows, prototypes and developer-ready design systems, with a focus on Arabic-first, RTL interfaces. Most recently designed help, authentication and card flows for MNT-Halan's apps in Egypt and the UAE.

PROFESSIONAL EXPERIENCE

Product Designer, *Internship – MNT-Halan* 07/2026 – 09/2026

- Designed an AI-first Help Center for the new Halan Borsa app, based on the real support journey, so users solve common issues on their own instead of calling support.
- Designed the UAE app's authentication and Halan Card application flows end to end, turning PM requirements into a three-step application and a physical card request within the existing design system.
- Prototyped and animated the card-approval success states and handed motion off as Lottie files, making approval clear, immediate and on-brand.

UI/UX Designer & Design Team Lead, *Internship – Xperience Software Solutions* 05/2026 – 07/2026

- Led a design team on an ERP system project: split the SRS into design tasks, assigned work, reviewed output and mentored members.
- Translated SRS requirements into ERP user flows and screens.

Graphic Designer, *Full-time – Zain Group* 01/2025 – 06/2026

- Designed complete brand identities, from branding and packaging to social media posts and reels.
- Produced motion graphics and advanced photo manipulation for digital platforms, using AI-powered design tools.

SELECTED CASE STUDIES

Maaliy – Accounting ERP | *Arabic-first ERP · User interviews, IA, RTL design system*

- Accountants were missing tax deadlines in a system that held everything but surfaced nothing. Restructured the IA around the client, merging entries, invoices and taxes into one client view.
- Reduced navigation depth with a two-stage flow: a summary row that opens into the full client page.
- Added a deadlines calendar with alerts, solving the top pain point raised in user interviews.
- Built an RTL design system covering 14+ screens and 7 user roles.

Sadeem – E-commerce Admin Dashboard | *Responsive single-vendor admin panel, RTL*

- Applied a "state before value" principle: stock became a badge, and payment and fulfillment became two separate states.
- Replaced a wall of checkboxes with a permission matrix (8 areas × 5 actions) so owners manage team access without support.
- Designed swappable cards so owners choose what stays on screen instead of the page growing endlessly.
- Built a two-layer token system (33 primitives, 84 semantic tokens) across 13 screens.

Dhi – Interior Design App | *Mobile app for the Saudi market, RTL*

- Competitors split consultation, shopping and project tracking across apps; designed one app for all three.
- Designed a style quiz to get users to a design direction fast, and in-app project chat to cut phone calls.
- Delivered 40+ screens on an Arabic RTL design system.

SKILLS

Product design: user research & interviews, competitor analysis, information architecture, user flows, wireframing, prototyping, usability testing, heuristic evaluation, design systems & tokens, RTL / Arabic-first design, accessibility, motion, developer handoff

Tools: Figma, Figma Make, Framer, Photoshop, Illustrator, After Effects, Stitch, Claude Design, Jira, Notion, Trello, Slack

TRAINING

Advanced UI/UX Workshop, *Xperience* 04/2026 – 06/2026

Product workflows within the SDLC, scalable design systems, SaaS/ERP/CRM dashboards, and stakeholder interviews.

UI/UX Design Course, *Route* 10/2024 – 01/2025

Design thinking from research to validation: interviews, surveys, personas, journey maps, IA, wireframes, Figma prototypes, usability testing.

EDUCATION

Bachelor of Applied Arts, *Visual Design Department* 2020 – 2025

Typography, color theory, layout, branding, motion design, UI principles, digital and print design.