

ABDULGHAFOR ABBAS.

SENIOR PRODUCT & UX DESIGNER

Abu Dhabi, UAE / +971 56 973 6940 / whaleabbas@live.com / hello@abdulghafor.com
abdulghafor.com / linkedin.com/in/abdulghafor-abbas-80716a136 / dribbble.com/abdulghafor

SUMMARY

Senior product and UX designer with 7+ years designing web and mobile products for enterprise, government-sector and SaaS teams. At AD Ports Group I lead UX for enterprise platforms with 20,000+ users and rebuilt the ATLP design system as 300 design tokens and 62 component sets in Figma. I design bilingual English and Arabic (RTL) interfaces, prototype in code with Claude Code, and build my own AI product, Meld. Master's degree in Information Technology.

EXPERIENCE

Senior UI/UX Lead

Dec 2021 – Present

AD Ports Group, including KEZAD Group · Abu Dhabi, UAE

- Lead UX for enterprise platforms across AD Ports Group and KEZAD Group, serving 20,000+ users.
- Rebuilt the ATLP design system from a static Adobe XD document into a Figma library of 300 design tokens (each mapped to a CSS variable) and 62 component sets, then rebuilt 94 screens across six enterprise services on it.
- Redesigned the KEZAD mobile app: 135 screens and 11 end-to-end flows for four user types (guests, company users, limited-access users and multi-company owners) on one bilingual English/Arabic component library.
- Connected the design system to development with Figma variables, Figma MCP and Claude Code, so developers and AI coding tools build from one source of truth.
- Improved UX KPIs by 60% across multiple applications, working in agile squads with product managers and engineers and owning UX writing and design handoff.

UI/UX Expert

Aug 2024 – Jun 2025

Packman.AI, e-commerce platform · Dubai, UAE (contract)

- Redesigned the e-commerce dashboard to simplify complex merchant workflows.
- Redesigned the AI chat experience, raising engagement between users and AI agents by 30%.
- Improved the customer journey across web and mobile.

Senior UI/UX Designer

Feb 2021 – Dec 2021

Almanarasoft, fintech · Damascus, Syria

- Redesigned legacy accounting software as a modern, component-based interface.
- Increased sign-ups for the company's products by 50%.

Product Designer

Oct 2020 – Feb 2021

Syriatel, telecommunications · Damascus, Syria

- Reached 95% customer satisfaction across multiple projects.
- Delivered projects ahead of deadline with 25% higher UX scores.
- Coordinated design requirements across teams and stakeholders.

UI/UX Designer

Apr 2018 – Apr 2020

LaunchSoft Solutions · Kuala Lumpur, Malaysia

- Led the redesign of ERP dashboards and reporting.
- Rebuilt UI components, reaching 90% satisfaction in user surveys.

PROJECTS

Meld, AI personal knowledge app

Own product

meldnotesapp.com · Private beta

- Designed and built an AI notes app that captures links, notes, files and voice, then finds them again through plain-language questions.
- Own research, UX, brand and the React front end myself; it is where I test the AI product patterns I bring to enterprise work.

More case studies, including enterprise, government and e-commerce work: abdulghafor.com

SKILLS

Product and UX: product design, UX strategy, user-centered design, information architecture, user flows, wireframing, prototyping, UX writing, interaction design.

Design systems: design tokens, Figma variables, component libraries, design-to-code handoff, bilingual English/Arabic (RTL) interfaces, responsive web and mobile UI.

Research and accessibility: user research, usability testing, UX audits, heatmap and behavior analytics, WCAG accessibility (screen readers, keyboard, color contrast).

AI products: AI product design, conversational and AI agent UX, AI-assisted prototyping and research.

Tools: Figma, Claude Code, Framer, Webflow, ProtoPie, Maze, Hotjar, Plerdy, Perplexity, Adobe Creative Cloud, Jitter, Spline, React.

EDUCATION

Master of Information Technology

2018 – 2019

Universiti Kebangsaan Malaysia (UKM) · Malaysia

Bachelor of Computer Science

2015 – 2018

Limkokwing University of Creative Technology · Malaysia

CERTIFICATIONS

UX Strategy Fundamentals · Introduction to UX Writing · Accessibility in UX Design · Design Rules: Principles for Great UI · Master Digital Product Design: UX Research and UI Design · Figma UI/UX Design Advanced

LANGUAGES

Arabic (native) · English (fluent, professional)