

Abdullah Omer

Product Designer · UX / UI · 4+ years

Pakistani national | Available immediately | Open to relocating to London, UK

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Product designer with 4+ years across EdTech, LegalTech, FinTech, AI and enterprise. I design **trust-first experiences for sensitive data**: permission and sharing models, source attribution for AI answers, and the internal tools behind them. I've shipped a **consumer mobile app used by 200K people a day** and **bilingual Arabic/English products** for Saudi Arabia, working with PMs, engineers and researchers from research to handoff.

200K	**0% → 92%**	**2.1 → 4.5**	**1,000+**
daily users on Quran For All (1M+ downloads), which I redesigned end to end	save-for-later completion, re-tested on the shipped build	player ease out of 5, against targets set before testing	legal professionals using Malakah, the AI workspace I designed

EXPERIENCE

Product Designer (Lead)
Jan 2026 – Present

Al-Huda Welfare Foundation · Full-time

- Led the end-to-end redesign of **Quran For All**, a consumer iOS/Android app with 200K daily users in 90+ countries, from audit and research (~1,900 survey responses, 6 usability sessions) to IA, UI, design system and handoff.
- Shipped a four-tab navigation, a dashboard-style Home, a new player and visible saved / downloaded state on every row, while keeping the Library structure users had memorised (19 → 12 categories).
- Re-tested the shipped build on the same tasks: save-for-later 0% → 92%, "is this saved?" first click 0% → 88%, seek errors 4.0 → 0.3, player ease 2.1 → 4.5/5. Led a rotating team of three juniors.

Product Designer
May 2024 – Mar 2026

Stixor · Full-time · Malakah AI legal workspace

- **Malakah workspace:** Designed a bilingual (Arabic/English) AI contract workspace for Saudi legal teams, used by 1,000+ legal professionals. Led research (12 interviews, 6 mapped workflows, 10 usability sessions), IA, UI and an RTL/LTR design system.
- **Permissions & data governance:** Designed a four-level access model (organisation, project, contract, signing) with a new **Query** role, so approvers can ask the AI about a contract without edit rights; sharing with visible pending invites and one-click revoke; expiring signer access and an audit trail.
- **Source attribution:** Made every claim in an AI answer link to the exact article of Saudi law, opened beside the answer with the cited text and its version history. AI edits appear as redlines that cite their source.
- **Internal platform tools:** A legislation CMS that structures laws into articles, annexes and amendments, and an evaluation tool where the AI team scores retrieval (precision, recall, F1, nDCG).
- **Malakah.ai website:** Redesigned the marketing site after 14 of 20 visitors couldn't say what the product did.

UI/UX Designer
Mar 2023 – Apr 2024

Veroke · Full-time

- Led UX for Talent AI, a GenAI WhatsApp chatbot for job seekers, from research (40+ surveys, 8+ interviews) to an MVP in 4 months with ML and PM partners.
- Supported website and app design for enterprise projects, including American Express (Saudi Arabia).

Product Designer
Jan 2022 – Mar 2023

Availdo Solutions · Onsite

- Improved onboarding and key flows for LinkedUnion, a mobile + web platform U.S. unions use for dues and member services, and audited the internal tool for setting up new clients.

SKILLS

Design & Research

Interaction Design | User Experience Design | Information Architecture | User Research | Usability Testing | Research Synthesis | Prototyping | Design Systems

Specialties

Permissions & Sharing UX | Privacy & Data Governance | AI Trust & Source Attribution | Consumer Mobile (iOS/Android) | Internal & Admin Tools | Generative AI Integration | Bilingual & RTL Design

Leadership & Process

Cross-functional (PM, Eng, UXR) | Product Strategy | Success Metrics | Workshop Facilitation | Mentoring Junior Designers

TOOLS

Figma | Miro | Notion | Illustrator | Photoshop | Google Forms

CERTIFICATION

Google UX Design Certificate
Google / Coursera (Online) · Dec 2022 – Jun 2024

LANGUAGES

English — Fluent