

Noura Wafik

Product Designer · SaaS, Healthtech & AI Systems

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PROFESSIONAL SUMMARY

Product designer focused on data-heavy SaaS, healthtech platforms, and AI-driven systems. 2 years and 4 months of dedicated product design work, with 4+ years of broader design experience. Background in brand and visual design that informs product decisions — comfortable owning end-to-end visual assets when product scope demands it.

Currently designing for a IdaamCloud-based SaaS company on products serving the Gulf, Egypt, and US markets. Bilingual (Arabic and English), with deep experience in Arabic UX, RTL design, and bilingual design systems. Comfortable working as a solo designer on complex products, leading small design teams, and collaborating with engineering and business stakeholders.

CORE COMPETENCIES

- Multi-platform product design (web + mobile)
- Bilingual UX (Arabic / English, RTL design)
- Design systems and component libraries
- Multi-role product architecture
- AI interaction design and explainability
- Information architecture for data-heavy products
- Cross-functional collaboration (engineering, business)
- Brand and visual asset creation alongside product work

EXPERIENCE — CURRENT ROLE

Product Designer

IdaamCloud · Dubai, UAE (Remote) · Mar 2024 — Present

Lead designer on three concurrent SaaS products serving US, Saudi, Egyptian, and remote markets:

- Da'eratna — Bilingual mental wellness platform serving Saudi Arabia and Egypt. Built design system from zero serving 8 contexts (Arabic/English × desktop/mobile × light/dark). Lead designer with one junior reporting to me on web; solo on Flutter mobile.

- KemeClinic — US-based telepsychology SaaS for clinics. Solo designer for the full 4-portal architecture (admin, provider, patient, staff). 200+ active users in production. Built custom design system on Tailwind serving 9 feature areas. Designed AI workflows: smart notes, voice control, and explainable AI-assisted diagnoses.

- Got-AI — AI-powered hiring platform with dual AI assistants (Finn for recruiters, Tyche for candidates). Owned UX, AI interaction patterns, and design system from mid-fidelity through production specs. Worked alongside business team who led initial wireframes.

Also handle product brand assets: logos, marketing materials, and product videos when needed in-house.

LANGUAGES

Arabic — Native (Egyptian / Modern Standard)

English — Professional working proficiency

EXPERIENCE — EARLIER WORK

Creative Content & Brand Strategist

istand-eg · Cairo, Egypt (Hybrid) · Oct 2021 — Jun 2024

Translated brand strategy into digital experiences and performance marketing assets. Designed conversion-focused campaigns and visual systems aligned with business growth objectives. Collaborated with marketing, content, and sales teams to ship multi-channel campaigns.

Freelance Graphic Designer

MediaCom · Cairo, Egypt (Freelance) · Sep 2019 — Jan 2023

Delivered campaign assets for high-visibility advertising clients. Maintained brand consistency across digital and print ecosystems for multi-stakeholder campaigns.

Graphic Designer

Artcook House · Cairo, Egypt · Jun 2020 — Mar 2022

Developed brand identity, packaging systems, and visual guidelines. Optimized creative production workflows and contributed to brand recognition in the F&B sector.

EDUCATION

Bachelor of Psychology

Ain Shams University · 2007 — 2011

TOOLS

Design · Figma (Advanced — Design Systems, Auto Layout, Variables, Tokens), FigJam, Miro

Visual & Brand · Adobe Suite (Photoshop, Illustrator, After Effects)

Workflow · ClickUp

AI-assisted · Claude · Cursor · Lovable

Familiar with · Flutter and Vue handoff, Tailwind CSS

Adaptable to · New tools as project needs evolve, including leading team training (recently ran Miro workshops for my team)

AVAILABILITY

Open to full-time roles · Remote or based in the UAE

Available immediately · References on request