

Peter Shalaby

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EXECUTIVE SUMMARY

A design leader and product designer focused on strategy, innovation and mentorship. Over ten years I have shaped **enterprise and government products**, including **AI-driven decision systems**, by turning complexity into clear interfaces people adopt. I am hands-on and practical, with a focus on **design systems**, measurable adoption and stronger business outcomes. Work has reached **over 11 million users** across Dubai.ae and DubaiNow, delivered **over EUR 10M** in revenue impact at Vodafone DE and closed a **\$10M deal** from a Figma prototype.

CORE COMPETENCIES

- **Design Leadership:** Design strategy, innovation and mentorship, stakeholder alignment with user research, design systems, measurable adoption, building for scale from the start.
- **AI Ideation & Prompting:** Codex, Claude, Figma Make, AI-assisted prototyping to turn experience decisions into working interfaces and interactions.
- **Design & Prototyping:** Figma, Tokens Studio, design systems, responsive and enterprise patterns.
- **Development Alignment:** Mantine, Vuetify, shadcn/ui, Ant Design, HTML/CSS, engineering handoff.
- **Testing & Quality:** Heuristic reviews, stakeholder walkthroughs, prototype-to-build validation, design QA, Dovetail.

PROFESSIONAL EXPERIENCE

COLUMBUS DIGITAL | Dubai, UAE

Product Designer Lead | 07/2024 – Present

- **Experience Leadership:** Leads experience design for **AI as a Service**, covering transcription, video generation, avatars and enterprise workflows. Scope includes the AI Strategy Management Suite, executive dashboards, OKR tracking and onboarding, connecting product decisions through shared design patterns.
- **Design Systems:** Improved delivery throughput by **30%** through a shared design system that reduced repeated decisions and sped up handoff.
- **Onboarding:** Reduced onboarding time by **40%** by simplifying first-use flows and clarifying information hierarchy.
- **Decision Support:** Lifted user satisfaction by **25%** and improved decision-making speed by **20%** through clearer dashboard patterns.

DIGITAL DUBAI | Dubai, UAE

Senior CX Designer | 09/2022 – 06/2024

- **Platform Scope:** Shaped the Dubai.ae and DubaiNow platforms with a reported reach of **over 11 million users**. Facilitated service-taxonomy workshops and designed responsive government patterns.
- **AI Design:** As the sole Dubai AI designer, connected assistant flows with portal patterns, handoff and entity adoption.

- **Delivery:** Delivered **34 projects** and reported **10% ahead of schedule** across **8 cross-functional contributors**.
- **Engagement:** Increased engagement by **60%** on a Government Resource Planning portal through simplified task flows.
- **Service Efficiency:** Reduced task time by **20%** across key service journeys by focusing on real user needs.

VODAFONE GROUP | Remote

Senior Product Designer | 10/2021 – 09/2022

- **Revenue Ownership:** Owned UI/UX across the top-up experience for Vodafone DE with direct revenue accountability, delivering **over EUR 10M** in revenue impact through clearer top-up flows that reduced drop-off and improved conversion.
- **Retention:** Improved retention by **20%** and user satisfaction by **15%** through focused iteration on core journeys.
- **Design Systems:** Contributed to the design system and improved patterns that scaled across multiple product areas.

AMESTO | Remote

Senior UI/UX Designer | 01/2021 – 04/2021

- **Dashboard Redesign:** Redesigned a dense accounting dashboard used daily by finance professionals who needed to read complex data quickly and accurately. Reported satisfaction score rose from **2/10 to 8/10** after the redesign.
- **Accessibility:** Increased accessibility score by **30%** through better contrast, labelling and keyboard support.

NASDAQ | Remote

UX/UI Designer | 01/2020 – 02/2021

- **Product Delivery:** Shipped **7 products** across web and mobile with a **95% positive UX rating**, working on investor-facing trading and investor relations interfaces where every screen had to communicate clearly under pressure.
- **Speed to Market:** Reduced go-to-market time by **20%** through efficient design processes and close engineering alignment.

DETERMINDS | Cairo, Egypt

Product Designer | 01/2016 – 03/2021

- **Product Range:** Worked across multiple products in healthcare and business tooling over five years, building range across product types.
- **Healthcare:** Designed a telemedicine product supporting **over 250 professionals**.

EDUCATION

Benha University | Bachelor of Engineering, 2016

LANGUAGES

Arabic (native or bilingual proficiency) | English (professional proficiency)