



Peter Shalaby



Staff Experience Designer

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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.

 Download Friendly CV

PORTFOLIO

Featured Projects

[View portfolio ↗](#)

EXTRA

Interview presentation

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IMPACT

11M+

Users across Dubai.ae and DubaiNow
Platform analytics - Smart Dubai Government

EUR 10M+

Revenue impact at Vodafone DE
Business unit revenue attribution - Vodafone Group

\$10M

Deal closed from Figma prototype
Prototype demo to Head of AI at UAE bank - Columbus Digital

30%

Delivery throughput improved
Retro #56 - Dec 2024 - Per-sprint Figma linkage
reduced dev effort - Columbus Digital

2 to 8 / 10

Reported satisfaction score
Amesto platform redesign

20%

Exec decision-making speed improved
Client feedback surveys from semi-gov and bank
executives - Columbus Digital

AWARDS

WSIS Prizes 2024 Winner
Category 11: Action Line C7

Dubai Government Excellence Program
Best Performer

COMMUNITY

ADPList
600+ mentoring sessions

Arabic UX Community
UX Ambassador

Product Designer Lead

Columbus Digital · Dubai, UAE · 07/2024 till Present

I lead experience design for AI as a Service: transcription, video generation, avatars and enterprise workflows. My scope includes the AI Strategy Management Suite, executive dashboards, OKR tracking and onboarding, connecting product decisions through shared design patterns.

- Improved delivery throughput by 30% through a shared design system that reduced repeated decisions and sped up handoff
- Reduced onboarding time by 40% by simplifying first-use flows and clarifying information hierarchy
- Lifted user satisfaction by 25% and improved decision-making speed by 20% through clearer dashboard patterns

Senior CX Designer

Digital Dubai · Dubai, UAE · 09/2022 till 06/2024

I shaped Dubai.ae and DubaiNow within platforms with a reported reach of over 11 million users. I facilitated service-taxonomy workshops and designed responsive government patterns. As the sole Dubai AI designer, I connected assistant flows with portal patterns, handoff and entity adoption.

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

Senior Product Designer

Vodafone Group · Remote · 10/2021 till 09/2022

I owned UI/UX across the top-up experience for Vodafone DE with direct revenue accountability. I contributed to the design system and improved patterns that scaled across multiple product areas.

- Delivered over EUR 10M in revenue impact through clearer top-up flows that reduced drop-off and improved conversion
- Improved retention by 20% and user satisfaction by 15% through focused iteration on core journeys

Senior UI/UX Designer

Amesto · Remote · 01/2021 till 04/2021

I redesigned a dense accounting dashboard used daily by finance professionals. Users needed to read complex data quickly and accurately.

- Reported satisfaction score rose from 2/10 to 8/10 after the redesign
- Increased accessibility score by 30% through better contrast and labelling and keyboard support

UX/UI Designer

NASDAQ · Remote · 01/2020 till 02/2021

I worked on investor-facing web and mobile interfaces across trading and investor relations products. Every screen had to communicate clearly under pressure.

- Shipped 7 products across web and mobile with a 95% positive UX rating
- Reduced go-to-market time by 20% through efficient design processes and close engineering alignment



Product Designer

Determinds · Cairo, Egypt · 01/2016 till 03/2021

I worked across multiple products in healthcare and business tooling over five years. This was the period where I built range. I designed a telemedicine product supporting over 250 professionals and worked on business tools that increased sales leads by 50%.

- Supported 250+ professionals through telemedicine product design across clinical and patient-facing contexts
- Completed 10+ client projects with reported engagement gains across healthcare and business verticals
- Increased sales leads by 50% through clearer product interfaces and improved user journeys

SKILLS & EXPERTISE

Product Design Leadership / AI Product Strategy / Enterprise UX / Executive Dashboards / Design Systems / Service Design / Information Architecture / Team Building / UX Strategy / Product Thinking / Mentorship

RESEARCH & PROBLEM SOLVING

I shape my approach based on what each project needs. In regulated environments like government and healthcare, I work within strict compliance frameworks and longer delivery cycles. In startup contexts, I prioritize speed and validated learning over documentation. For enterprise products, I balance stakeholder alignment with user research and build for scale from the start. The method changes; the goal stays the same: solve the problem well.

TOOLS & METHODS

I use AI-assisted prototyping to turn experience decisions into working interfaces and interactions. Personal builds include Hadoota storybooks, Akmefolio, Basyt and BigBoy game-world experiments. I direct the product experience, iterate with code and distinguish prototypes from shipped work.

AI IDEATION & PROMPTING

Codex / Claude / Figma Make / AI-assisted prototyping

DESIGN & PROTOTYPING

Figma / DesignFast UI / Tokens Studio

DEVELOPMENT ALIGNMENT

Mantine / Vuetify / shadcn/ui / Ant Design / HTML/CSS / Handoff

TESTING & QUALITY

Heuristic reviews / Stakeholder walkthroughs / Prototype-to-build validation / Design QA / Dovetail

EDUCATION

Benha University
Bachelor of Engineering / 2016

LANGUAGES

Arabic
Native or Bilingual Proficiency

English
Professional Proficiency