

Rida Lamhadri

Product Designer | SaaS • B2B • B2C • Web & Mobile

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Product Designer with 5+ years of experience designing and launching SaaS, B2B, and B2C digital products. Specialized in 0→1 product development, scalable design systems, and conversion-focused UX. Combines strong product thinking with technical understanding of modern frontend systems to ship efficiently in fast-moving environments.

Product Strategy • 0→1 Development • SaaS Platforms • UX Research • Design Systems • Conversion Optimization • Cross-Functional Collaboration • Agile

EXPERIENCE

Product Designer

Jan 2024 – Present

Kiamtech

- Lead end-to-end design process for SaaS mobile and web applications
- Designed product architecture, user flows, and scalable design systems
- Contributed to product launch from concept to market
- Collaborate closely with developers and product stakeholders in agile environment
- Mentor and structure internal design workflows

Head UI/UX Designer

Mar 2021 – Aug 2023

Zum Web

- Designed B2B and B2C e-commerce platforms
- Built structured design systems to improve scalability and consistency
- Led design direction and supervised junior designers
- Delivered high-fidelity prototypes and ensured seamless developer handoff

Product Designer

2020 – 2023

Freelance

- Delivered 10+ digital products across SaaS, gaming, and e-commerce industries
- Managed full UX lifecycle from research to final UI
- Collaborated with international clients via Upwork, Fiverr, and 99designs

SKILLS & TOOLS

Product & Design : Figma • Design Systems • Wireframing • Prototyping • UX Research • Journey Mapping

Technical : TailwindCSS • Shadcn/UI • React • React Native • Expo • TypeScript • Basic HTML & CSS

AI Workflow : Codex • Claude Code

EDUCATION

Diploma In Business Management – OFPPT

Diploma In Accounting – OFPPT

CERTIFICATIONS

UX Research: Journey Mapping – LinkedIn

Foundations Of User Experience (UX) –

Google

Adobe XD & UX Design – Udemy

LANGUAGES

Arabic (Native)

English (Professional)

French (Professional)