Ahlam Ahmed Ali

Product Designer

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SUMMARY

I design for the moments people care about getting right signing a contract, verifying who they are, trusting a platform with their money. My work spans mobile and web, from trading dashboards to enterprise e-signature platforms, always starting with the system: brand, components, and flows that scale without losing precision.

EDUCATION

Addis Ababa Science and Technology University, Software Engineering 09/2023

EXPERIENCE

SnapWre, Product Designer 04/2026 – Present

- Designed UI/UX for fintech products across multiple enterprise-level engagements, collaborating with international clients to translate complex business and compliance requirements into clear, usable interfaces.
- Led end-to-end design work — research, wireframing, and high-fidelity UI — for cross-industry fintech platforms, adapting design systems and workflows to each client's brand and regulatory context.

Trident Technologies, UI/UX Designer 09/2025 – 01/2026

- Designed the web experience for ExamBuddy, an exam preparation platform, creating interfaces that helped students organize their study plans and track progress toward exam readiness.
- Designed student-facing web flows for practice tests, study materials, and progress tracking, focusing on clarity and motivation to keep students engaged through their prep journey.

INFNOVA Technologies, UI/UX Designer 07/2025 – 10/2025

- Led end-to-end design work — research, wireframing, and high-fidelity UI — for cross-industry fintech platforms, adapting design systems and workflows to each client's brand and regulatory context.
- Conducted usability-driven design improvements across the platform, identifying friction points in existing flows and redesigning key screens to boost clarity and ease of use.

SKILLS

Design

- Figma, Adobe XD, Photoshop

Development

- React, Node.js, Next.js, Python

PROJECTS

Prime Capital, Trading App & Dashboard

- Designed and delivered a mobile trading app plus client and admin web dashboards for a fintech platform, spanning onboarding, portfolio management, and compliance review.

- Solved for real-world compliance workflows, designing an admin dashboard that lets operations teams triage and review KYC submissions efficiently.

Echowave, Multi-Tenant SMS Platform Dashboard

- Designed a multi-tenant SaaS dashboard for an SMS messaging platform, covering organization/workspace management, campaign and contact tools, keyword automation, and a full developer console with API keys, webhooks, and guided onboarding.
- Benchmarked against existing SMS and API platforms to identify gaps, then designed a persistent organization-switching architecture that let users create and move between fully isolated workspaces without leaving their current screen.

VaultSign, Enterprise E-Signature & Contract Platform

- Designed and built a full brand identity and design system plus admin and client dashboard interfaces for an enterprise e-signature platform purpose-built for the Ethiopian financial sector, integrating biometric national ID (Fayda) verification as a core trust layer.
- Developed the complete visual system from the ground up — logo, typography, color, component library, and bilingual (English/Amharic) type pairings — establishing a premium, institutional aesthetic distinct from consumer SaaS conventions.