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Few Experiences I shaped



Spendscape AI

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Zed

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NeuralJam

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Kelea

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Interests



Music Production



Tech



Illustrating



Retro-gaming



Cinematography



Universe



McKinsey & Company 2025 - Now

Senior Designer at Spendscape by McKinsey

#AI-Assistant #ProcurementIntelligence #SpendAnalytics

- **AI Product Design:** AI Assistant & AI Studio, AI Interaction Frameworks, Conversational UX, Logic & Behaviors
- **Product Design:** UX Research & Analysis, UI Prototyping, I.A., Navigation & Experience Design
- **Design Systems:** System Development, Design Standards, Documentation & Product Consistency
- **Tools:** Figma, Figma Make, Lovable, Claude, Cursor, Gemini, ChatGPT, Adobe PS/AI/PR



Zed by AI-Ghurair 2025

Product Designer

#SmartMobility #SustainableTransport #FleetManagement

- **Product Design:** UX Research & Analysis, Driver Interviews, UI Prototyping, User Flows & Interaction Design
- **Design Systems:** Component Design, Library Development & Maintenance, Design Documentation
- **Product Collaboration:** Feature Definition, PM & Developer Collaboration, Usability Testing
- **Tools:** Figma, Adobe PS/AI/PR, ChatGPT, Jira



Onezee 2024 - 2025

Head of Product Design

#AdTech #CreatorEconomy #LiveStreaming

- **Product Design:** UX Research & Analysis, UI Prototyping, Design System & Documentation
- **Web & Marketing:** Website Creation, Decks, & SM visuals
- **Branding:** creation of brand identity & manifesto
- **Tools:** Figma, Adobe PS/AI/PR, Discord, Dall-E 2, YouTrack
- **Events:** Slush, Web-Summit, and TwitchCon Representative



NeuralJam 2022 - 2024

Head of Product & Design

#EdTech #AlinEducation #DigitalTransformation

- **Product Design:** UX Research & Analysis, UI Prototyping, Design System & Documentation
- **Product Management & Testing:** Sprint Planning, Integration Testing, Tasks Management
- **Web & Marketing:** Redesign & Relaunch, CMS Integration & Management
- **Tools:** Figma, Adobe PS/AI/PR, Jira, Slack, Miro, Sanity, MixPanel



Designhubz 2020 - 2023

CD & UX/UI Designer

#eCommerceTech #ARCommerce #3DVisualisation

- **Product Design:** UX Research, UI Prototyping, DAM Creation, 3D/AR Widgets
- **Product Definition:** Product Development, Technical Features Definition, Scientific Research
- **SM & Marketing:** Visuals, Video Shooting & Production
- **Rebranding:** Creation of Identity & Manifesto
- **Tools:** Figma, Adobe PS/AI/PR, ClickUp, Slack, Blender



Pi School
Product Designer

2021



DeftMove
UX/UI Designer

2020



Art.Cages
Art Director

2019



basic
Visual Design Director

2016-2017



pottery barn kids
Visual Design Manager

2013-2016



Product Design 2017 - 2019

MSc, Sapienza - Università di Roma



Design & Media 2009 - 2013

BFA, Lebanese International University

