

# AMR KAMEL

Founding Product Designer • Design Lead • Product Strategy

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## PROFESSIONAL SUMMARY

Founding Product Designer and Design Lead with 16+ years of experience and a 9-year track record building a category-leading enterprise SaaS platform from zero to a 16-product ecosystem serving 1,000+ clients across 10+ countries. Combines hands-on product design craft with strategic product thinking, design systems leadership, and AI-driven workflow innovation. Trusted partner to C-level stakeholders across Product, Engineering, and Research, with a proven record of translating ambiguous business goals into shipped, measurable product outcomes. Currently leading the adoption of AI-native design practices across a multidisciplinary team.

**1,000+ enterprise clients • 10+ countries • 16-product ecosystem • ~10K daily users**  
**Top-3 HR-tech in MENA (2025) • 40% YoY growth • 70% retention**

## PROFESSIONAL EXPERIENCE

### Founding Product Designer & Design Lead

Oct 2016 – Present

**Zenithr** • *Kuwait City, Kuwait*

Joined as sole product designer and built the design function alongside the founding team. Today, lead a multidisciplinary practice spanning 2 product designers (direct), with cross-functional influence across front-end engineering, AI engineering, and marketing creative. Partner directly with the CEO, CTO, Head of Product, and Product Managers on product vision, strategy, and roadmap.

### Design Leadership & Team

- Built and led the design practice through 65%+ tech team growth since 2023 and 500%+ growth since 2019, establishing the hiring bar, design rituals, and operating principles for the team.
- Mentor direct reports through structured 1:1s, design critiques, and shared standards; established the team's AI fluency through informal practices and hands-on coaching.
- Run weekly design crits, discovery workshops, design sprints, and stakeholder alignment sessions; advocate for design's voice in roadmap, prioritization, and product strategy decisions.

### Product Strategy & Vision

- Co-architected the Zenithr Employee Lifecycle vision — an integrated product ecosystem spanning ATS, Assessments, Elevate, Employee Experience, and Exit — advocating for and shaping the multi-year platform strategy now in market.
- Led end-to-end product design for three flagship launches: Zenithr Assessments, Zenithr Employee Experience, and Zenithr Elevate (an approved distributor partnership with Thomas International).
- Helped shape the business models behind multiple internal initiatives and product launches — including Procapita Hub, the company's HR trends and benchmarking platform serving the MENA region — and various non-disclosed strategic initiatives.

- Designed countless UI/UX views and screens across the ecosystem that were technically and visually sophisticated for the regional market at the time, adopted into shipped products, and received overwhelmingly positive feedback from internal stakeholders and external clients alike.

## Design Systems & Craft

- Architected Zenithr Design System 1.0 — one of the earliest mature design systems in the MENA region — designed to sustain rapid product launches with minimal maintenance overhead.
- Led the rebuild to Design System 2.0 with full token and variable architecture, near-100% WCAG accessibility compliance, and AI-integrated component workflows (Claude, Lovable, Google Stitch); coverage now spans 80%+ of all Figma product files.
- Collaborated with the team on internal Figma generator plugins, including a custom chart generator for reports, eliminating repetitive design work and standardizing data-visualization quality across the design system.
- Introduced Rive, Lottie, and Spline into the product UI for empty states, generative-AI moments, loaders, and brand assets (including the ZenithrAI logo featured on the official website).

## AI-Driven Design Practice

- Use Claude and ChatGPT daily as thinking partners to pressure-test user flows, formalize design critique, and ground strategic recommendations in product and research context.
- Rapidly prototype interactive concepts using Lovable, Figma AI, and Google Stitch — accelerating discovery-to-handoff cycles by ~40%.
- Use Gemini and Nano Banana for supporting visuals, Perplexity for source-verified competitive and trend research, and Manus situationally for functional prototypes, competitive analyses, and pitch-ready artifacts.
- Established team-wide AI workflows that tripled the volume of design concepts explored per sprint and approximately doubled the iterations available for usability testing.
- Shipped UI/UX for AI-native modules across the Zenithr ecosystem, earning consistently positive feedback from dozens of active enterprise clients.

## Client & Commercial Impact

- Notable clients shaped through design work include AMEX, NBK, Zain, IKEA, Almarai, Talabat, Azadea Group, Wyndham Hotels, Burgan Bank, Etisalat, Cenomi, Saudi Bin Ladin Group, KDD, Markaz, and government entities including MOMRA KSA, Ministry of Transport Qatar, Ministry of Labor Oman, and Tamkeen Bahrain.
- Platform now serves ~10,000 active users and has processed approximately 2 million survey respondents across the region.

## UI/UX Designer

Nov 2013 – Mar 2015

### Artiology • *Cairo, Egypt*

- Shaped product and service design across a digital services startup serving domestic and international clients across web, e-commerce, and marketing engagements.
- Partnered with senior management, marketing, and operations on end-to-end project delivery, balancing user experience with commercial constraints.

## Technical Advisor

May 2011 – Jan 2013

### Leader Group (by Cordstrap) • Cairo, Egypt

- Authored technology roadmaps and integrated digital tools into business operations, partnering with board-level stakeholders on the company's online presence and lead-generation strategy.
- Contributed to a 20%+ increase in sales through digital strategy and online presence improvements.

## Freelance Designer & Developer

2009 – 2015

### Self-Employed • Remote / Cairo

- Delivered cross-disciplinary work spanning product design, UX/UI, research, front-end development, branding, and multimedia for clients across multiple industries.

## AREAS OF EXPERTISE

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**Design Leadership** Team mentorship • Design hiring input • Design rituals and operating principles • AI fluency programs • Cross-functional facilitation

**Product Strategy** Roadmap influence • Platform and ecosystem thinking • Pricing and packaging input • Stakeholder alignment • Executive partnership

**Product Design** Discovery-to-handoff ownership • Complex enterprise SaaS • Data-dense interfaces and dashboards • Multi-product ecosystems • Onboarding to exit user journeys

**Design Systems** Token and variable architecture • Component governance • WCAG accessibility • Cross-product scale • Plugin authoring

**Research & Insights** Stakeholder interviews • Competitive analysis • Journey mapping • Hotjar behavioural analysis • Cross-functional research partnership

**AI-Native Design** Workflow design • Team enablement • Prompt strategy • AI-assisted prototyping • AI-integrated component systems

## TOOLKIT

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**Design & Prototyping** Figma (Variables, Tokens, Dev Mode, Auto-Layout, Components, Variants, custom plugins) • Adobe XD • Affinity • FigJam • Miro

**Motion & 3D** Rive • Lottie • Spline

**AI Tools (Daily)** Claude • ChatGPT • Lovable • Google Stitch • Figma AI

**AI Tools (Weekly)** Gemini • Nano Banana • Manus • Perplexity

**AI Tools (Occasional / Exploratory)** Cursor • Antigravity

**Collaboration & Delivery** Asana • JIRA • Confluence • Trello • Slack • Notion • Azure DevOps

**Tech Stack Familiarity** HTML • CSS • Angular • React • Vite • Supabase • Resend — familiar through close partnership with the engineering team and design-to-code workflows

## EDUCATION

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### **B.Sc. Management Information Systems**

2006 – 2009

Institute of Advanced Studies • Major: Computer Science

### **UI/UX Design Diploma**

Post-graduate

Russian Culture Center, Egypt • 6 months

## PROFESSIONAL DEVELOPMENT

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- 21st Century Design with Don Norman — Interaction Design Foundation
- Critical Thinking for Better Judgment and Decision-Making — LinkedIn Learning
- UX Research: Journey Mapping — LinkedIn Learning
- Sketching for UX Designers — LinkedIn Learning