ANNA-SIMONE EISSA

PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Product Designer with 6+ years of experience designing B2B and enterprise products: government portals, CRMs, dashboards, and platforms where customers, vendors and admins all work in the same system. I studied architecture before moving into UX, and I still work the same way. I start with how people move through a process, get the structure right, and then design the screens. I enjoy taking slow, paper-based or spreadsheet-based processes and turning them into simple flows that engineers can build without guessing. Returning to full-time work after a career break to care for my newborn.

WORK EXPERIENCE

Career Break (Maternity and childcare) **Jul 2025 – Present**

- Took time off to have my baby and care for them in their first year. Now ready to return to full-time product design.

Freelance Product Designer (Government, enterprise and marketplace clients) **Nov 2023 – Jun 2025**

National Financing Support Services Company (Saudi Arabia) — Jan 2025 – Jun 2025

- Redesigned the loan application on a Saudi government portal, from checking eligibility and uploading documents to following the review and getting notified about each decision.
- Broke long compliance forms into short steps that only show the questions each applicant actually needs, and flag mistakes while the applicant is still filling them in. The aim was fewer incomplete applications and less back-and-forth for the review team.
- Designed every screen Arabic-first (right-to-left) and checked contrast, focus states and touch targets against WCAG AA.

Crossworker — Mar 2024 – Jul 2024

- Designed both sides of a promotions platform: an app where shoppers find offers, and a dashboard where vendors create, schedule, publish and track their campaigns.
- Planned the navigation so new features could slot in later. When the team added checkout, inventory and order management, the structure didn't need to be redesigned.
- Gave vendors their own accounts with the right level of access, so they could run campaigns themselves instead of waiting on the admin team for every change.

Get Group Holding — Nov 2023 – Mar 2024

- Led UX for "Egyptians Abroad Cars", turning a paper process spread across several agencies into a step-by-step online application where applicants can see where their request stands.
- Simplified the search-to-checkout flow for an event ticketing platform, cutting steps from booking so fewer people dropped off when big events went on sale.

Product Designer | ArabyAds (Boostiny) **Apr 2021 – May 2023**

- Product designer for Boostiny's web and mobile apps, covering onboarding, campaign discovery, reporting and account management, working toward the team's activation, engagement and revenue goals.
- Ran usability tests and user interviews on onboarding, then replaced one long registration form with a step-by-step profile setup. Registration time went from 5 minutes to 2, and form abandonment dropped by 50%.
- Rebuilt the influencer dashboard around the numbers influencers check most: KPI cards at the top and a separate view per campaign, so people running many campaigns could find what they needed faster.
- Cleaned up the campaign and revenue reports with clearer tables, better filters, and proper empty and error states.
- Built Boostiny's first Figma design system (tokens, variables and components for web and mobile), which cut design-to-dev handoff time by 30%.

Product Designer | SquareM (D-Hub App, Protein CRM, Fixawy) **Aug 2019 – Apr 2021**

- Designed Fixawy, a service platform with three sides: customers request a service, providers accept and complete it, and admins manage everything in between.
- Designed an operations console for AlGhanem Group's service business. Each case now moves from intake to resolution in one place and goes to the right person, instead of being tracked by hand.
- Designed Protein CRM's fleet and inventory dashboards, giving each team its own view of vehicles, routes, stock and delivery schedules so they could stop using spreadsheets.
- Improved how drivers and managers talk to each other in the D-Hub tracking app, moving updates into the app instead of phone calls.

Product Designer | Konsolto (Clinprime & Konsolto Super App) **Nov 2018 – Aug 2019**

- Brought four separate healthcare services (clinic booking, pharmacy orders, prescriptions and medical records) into one patient app with shared navigation.
- Redesigned Clinprime's doctor-facing EHR so doctors reach patient information in fewer clicks during a consultation. The module placed 4th nationally in the Masr Tabda' innovation competition.

SKILLS & TOOLS

UX & Research: Information architecture, user flows, journey mapping, user interviews, usability testing.

UI & Design Systems: Web and mobile UI, B2B dashboards and admin tools, Figma design systems (tokens, variables, components), prototyping, Arabic / RTL interfaces, WCAG AA accessibility.

Working with teams: Day-to-day work with PMs and engineers, developer handoff, Agile, presenting work to stakeholders.

Tools: Figma, FigJam, Miro, Jira, Trello.

EDUCATION

BA in Architectural Engineering | Shoubra Faculty of Engineering, Benha University (2016)

User Experience Research and Design Specialization | University of Michigan (edX, 2018)