

Monica Wilson

Product Designer · Design Systems · UX Research · Fintech & Enterprise

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Portfolio & Case Studies
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Dubai, UAE

SKILLS & TOOLS

UX & RESEARCH User Research · Usability Testing · Journey Mapping · Wireframing

DESIGN Interaction Design · Visual Design · Design Systems · RTL & Arabic Design · Accessibility (WCAG 2.1) · Responsive Design

PRODUCT Product Strategy · Personalisation (Sitecore) · Conversion Optimisation · Data-Driven Design · Design Operations

COLLABORATION Stakeholder Management · Cross-functional Leadership · Design Mentorship · Handoff & QA Frameworks

TOOLS Figma (Advanced) · Adobe Creative Suite · Prototyping · AI-Assisted Workflows · Maze · Miro · Jira

PROFESSIONAL EXPERIENCE

Senior Product Designer

Jan 2025 – Present

Beyond ONE · Dubai, UAE

- Leading end-to-end ownership of two major product workstreams simultaneously, driving decisions from research through to final delivery.
- Sole owner of all Arabic design across every brand — ensuring RTL precision, cultural accuracy, and visual consistency at scale across MENA markets.
- Building a unified design system across 4 major brands and 50+ touchpoints, establishing the token-based foundation all product teams now work from.
- Partnering with C-suite on product direction; our onboarding redesign contributed to a 40% lift in user acquisition metrics.
- Aligning process and ways of working across a team of 6 designers, improving delivery cycles by 35%.

Senior Product Designer

Dec 2023 – Jan 2025

Valeo — Global Automotive Technology · Cairo, Egypt

- Led digital transformation resulting in a 45% increase in engagement and \$2M in annual savings by redesigning core user workflows.
- Designed and implemented a design system across 12 product lines, cutting development time by 40%.
- Directed user research end-to-end (usability testing, contextual inquiry) that moved customer satisfaction scores up 30%.

UX Design Consultant

Dec 2023 – Jan 2025

Sword SW · USA (Remote)

Concurrent with Valeo — part-time consulting engagement alongside full-time position

- Delivered UX consulting for Fortune 500 clients, improving conversion rates by 25–35% and reducing design-related development bugs by 60%.

Senior UX Designer

Jan 2022 – Dec 2023

Commercial International Bank (CIB) · Cairo, Egypt

- Sole designer for the entire bank — owned design across mobile banking, the public website, internal tools, and multiple standalone apps, with full accountability for every digital touchpoint.
- Led personalisation on the public website using Sitecore, designing targeted acquisition journeys for credit cards and loans that directly drove conversion growth.
- Grew mobile banking app adoption by 50% within 12 months through iterative research, usability testing, and continuous design improvement across 3M+ customers.
- Established UX research practices from scratch and reduced design debt by 45% through Figma library governance and systematic component audits.

UX Designer & Brand Strategist

Jan 2020 – Jan 2022

WebOps · Cairo, Egypt

- Designed digital and brand experiences across web and mobile for a portfolio of clients, achieving an average 30% increase in engagement metrics.
- Improved client project approval rates by 80% by building sharper presentation frameworks for non-designer decision-makers.

EDUCATION & CERTIFICATIONS

BSc Applied Science & Arts — Graphic Design

German University in Cairo · Graduated 2021

Advanced UX Design Certification MCIT Egypt · 2022

Google UX Design Professional Certificate Google · 2021

Visual Elements of UI Design CalArts · 2021

Languages Arabic (Native) · English (Fluent)