

ACHRAF RAHAL

Senior Product Designer · Native Mobile & AI-Native Products

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SUMMARY

Senior Product Designer with 13 years across B2B SaaS, mobility, and fintech, including native iOS and Android apps used by 120,000+ and 2M+ people. Owns products end to end: research, key product decisions, UI, and validation through A/B tests and analytics. Designs and prototypes directly in code with AI agents (React, Claude, Antigravity), with a clear view of where AI should act and where deterministic logic or a human decision is needed. Works closely with PMs and engineers, and mentors designers.

CORE COMPETENCIES

- **Product & Mobile Design:** Native iOS/Android, platform conventions, complex B2B workflows, design systems, onboarding and conversion
- **AI & Prototyping:** AI-native UX, agentic prototyping in code, Figma, React, Tailwind CSS, i18next RTL/LTR localization
- **Research & Evidence:** User interviews, usability testing (Maze), A/B testing, quantitative UX (PostHog, Tableau, Google Analytics)
- **Collaboration:** Cross-functional ownership with PMs and engineers, GitHub pull requests, stakeholder presentation, mentoring

EXPERIENCE

Design Engineer (Freelance) · Nextday, meal-prep subscription Remote, KSA | Nov 2025 – Present

- Sole front-end owner on a live, revenue-generating product: shipped 40+ production features in React, working with a backend engineer through GitHub pull requests and UAT releases.
- Designed and built a two-sided operational product connecting kitchen operations and subscribers, including delivery scheduling with custom days, multi-bag drops, and pause logic.
- Redesigned the subscription funnel (plan selection, macro customization, multi-month BNPL checkout with Tabby/Tamara) and built RTL/LTR localization with i18next.
- Cut mobile Largest Contentful Paint from 12.7s and raised PageSpeed toward 80+; tracked funnels with PostHog.

Founder & Product Designer (side project) · Sova Study, AI K-12 learning Berlin | Oct 2025 – Present

- Built a working MVP of an AI math-learning platform; won the Antigravity Build Challenge (June 2026) and the Lovable Hackathon (2026).
- Rebuilt the AI architecture after testing showed a pure-LLM tutor was convincing but educationally unreliable: curriculum alignment, exercise selection, and mistake diagnosis moved to deterministic logic, with the model limited to natural-language delivery.
- Tested earlier AI concepts directly with children: Dreamweaver (an AI storyteller) and an emotion-reactive avatar companion with ElevenLabs voices, across 25+ hours of live sessions.

Senior Product Designer · Vimcar (Shiftmove) Berlin | Feb 2023 – Sep 2025

- Owned design for the Logbook app across iOS, Android, and web: 120,000+ drivers (B2C) and fleet managers (B2B).
- Diagnosed a >20% onboarding abandonment rate, traced to setup friction and manual trip logging caused by 15–30 minute hardware sync delays.
- Designed and shipped address recognition ("address snapping"), auto-categorized return trips, and swipe-to-categorize; validated through 12 user interviews, Maze usability tests, and a 20-user A/B test.
- **Results:** onboarding completion reached 80.7% in the first month after launch and 88.9% by month 3; support tickets fell 24%; auto-categorization adoption reached 74% on iOS and 65.1% on Android within 12 weeks.
- Built the app's mobile design system with light and dark themes; mentored junior and mid-level designers and presented outcomes to product and engineering leadership.

Senior Product Designer · Bitly (formerly Egoditor / QR Code Generator) Berlin | Mar 2021 – Feb 2023

- Used NPS research to trace public "scam" accusations to hidden trial costs; presented the evidence in the product demo forum, which got the fix prioritized.
- Redesigned the trial-to-paid journey with in-app notices, a day-7 email, and clear plan limits; lifted day-1 trial-to-paid activation by ~0.5%, projected at ~\$300K/month.

Product Designer · Deutsche Fintech Solutions (Finleap) Berlin | Jan 2019 – Feb 2021

- Designed a regulated financial-advisory platform that simplified advisor workflows and unified scattered document flows into one interface.

Product Designer · Ministry of Programming, NAGA Group account

Sarajevo (remote) | Nov 2015 – Dec 2018

- Designed the "Copy" flow for a social trading app with 2M+ users on web, iOS, and Android, including a unified fiat and crypto balance view.
- Redesigned trader profiles around social proof after testing showed users didn't trust Copy without a visible track record; copy-trading adoption reached 25%.
- Simplified Demo Mode registration, lifting registration conversion 7% and demo funding adoption 30%.

Earlier Experience · Freelance and in-house

Sarajevo, Beirut, Dubai | 2009 – 2015

- Moved from brand and graphic design into UX/UI and product design, including roles at Switex GmbH, SwipeStox GmbH, and Grapes Creations.

MENTORSHIP

Design academy instructor (product design fundamentals and portfolios); in-house mentor at Vimcar and Bitly; 1:1 mentor on ADPList.

EDUCATION & LANGUAGES

BA in Graphic Design, Lebanese International University (2008 – 2012)

English (full professional), Arabic (native), Bosnian (elementary), German (elementary)