



Shatha Aldhayan

Lead Product Designer

With 5+ years of experience creating user-friendly digital products. I enjoy turning user needs and business goals into thoughtful, intuitive experiences while collaborating closely with product, engineering, and design teams.

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Experience

Almarai

Senior UX/UI Designer . 2025 - Present
UX/UI Designer . 2023 - 2025

- Led UX initiatives across Almarai's enterprise digital products and platforms.
- Shaped UX strategy through user research, usability testing, and data insights.
- Built and evolved design systems to improve consistency across products.
- Guided design decisions that aligned user needs with business goals.
- Partnered with product, engineering, and stakeholders to deliver user-centered solutions.

Waslah

Head of Design . Part-time . 2026 - Present

- Defined and led the design vision for the brand and product.
- Defined the visual identity, design system, and communication direction.
- Directed end-to-end product design from concept to launch.
- Led the design team and established quality standards.
- Partnered with product and engineering to deliver a consistent experience.

Matla [Website](#)

Founder & Product Designer . 2026 - Present

- Defined the product vision and content strategy for an Arabic UX learning platform.
- Researched the Arabic UX market to identify user needs and product opportunities.
- Built the brand and end-to-end product experience from concept to launch.

BIM Ventures

UX/UI Designer . 2022 - 2023

- Led the UX/UI process across 4 of 5 concurrent digital projects.
- Designed Ibtikar, an internal platform for the General Authority for Awqaf, in three months.
- Collaborated with product managers and engineers to deliver user-centered solutions across multiple initiatives.

Education

(PNU) Princess Nourah Bint Abdulrahman University

Product Design . 2017 - 2021

GPA: 4.78 Excellent grade - First-class honors ⭐.

Learning

IDEO

UX/UI Human-Centered insights 2025

Uxcel

UX/UI Cross-Functional Design & Product Teams 2025

UX/UI Product Discovery 2025

Mentoring Mentorship Mastery 2025

Psychology User Psychology 2025

Linkedin Learning

Management Project Management Simplified 2025

UX Using AI in the UX Design Process 2024

UX UX Research Methods: Interviewing 2024

Soft Skills Five Ways to Control Your Time 2024

Soft Skills Decision-Making Strategies 2024

UX Improve Your UX Design Skills - Learning path 2024

UX Advance Your Skills as a User Experience Researcher - Learning path 2023

UX Improve Your UX Design Skills 2023

UX UX Foundations: Research 2023

UX UX Deep Dive: Foundational Research 2023

UX UX Research: Journey Mapping 2023

UX UX Research for Agile Teams 2023

UX UX Research: Being Flexible 2023

UX Figma for UX Research: Presentations that Stand Out - Learning path 2023

UX Conducting Remote UX Research Interviews 2023

Interaction design foundation

UX UX Management: Strategy and Tactics 2024

UX AI for designer 2023

UX Mobile UX Strategy: How to Build Successful Products 2023

UI Mobile UI Design 2023

UX User Research – Methods and Best Practices 2023

Skills

Soft Skills

Time Management, Teamwork, Problem Solving, Leadership, Communication, Presentation Skills, Adaptability, Critical Thinking, Creativity, Decision Making, Empathy

UX Design / Research Skills

User Researcher, Interviewer, Data Collector, Data Analyzer, Usability Tester, Persona Creator, Prototyper, Interaction Designer, Feedback Synthesizer, Human-Centered Design Practitioner

Tools

