Amr Ali

Director Of Product and AI Saas Expert

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About Me

Product leader with 14 years of experience building, designing, and shipping digital products from concept to scale, including products used by more than 100 million people. I combine product strategy, UX, technology, and hands-on execution to turn ideas into scalable products, with a growing focus on AI-powered experiences.

Work Experience

MyStudio.io

Director Of Product and AI | Oct 2023 – Apr 2026

I led the complete rebuild and redesign of MyStudio web and mobile applications.
Directed the transition to a modern front-end and back-end tech stacks.
Built and managed the engineering and design teams (32 team members).
Launched AI products ahead of competitors that contributed to company revenue doubling in less than 1 year.
Increased the sales demo conversion rates from 24% to 72% in 6 months after launching the 1st AI sales agent.

Zype Streaming

Product Lead | Feb 2022 – Oct 2023

Led the complete redesign of the SaaS cloud-based video content management and distribution products.
Amplifying streaming and publishing for web, mobile and Connected TV apps, including iOS, android, Fire TV, Apple and Google TV and smart cars.
The product grew to be used by publishers like NBC, Sony, SKY, VEVO, HBO, Warner Bros. and another 1400 applications serving over 30 Billions video API requests monthly. Leading to Zype acquisition for $75 Millions.

ConnectPath (FKA Dextr Cloud)

Product Lead | Apr 2020 – Feb 2022

At Dextr, I led the comprehensive redesign of the SaaS Amazon Connect cloud apps.
It was a pivotal contribution to Dextr's rapid growth and acquisition in under two years.
The company has been rebranded to connectpath.cx after acquisition.

Nedl AI Streaming

Lead Product Designer | 2020

I led the redesign of all mobile apps, post Nedl's admittance to Google's Voice AI Accelerator.
Nedl offers access to 100,000+ live stations, 55 million podcasts and 40 million songs.
Designed and launched a live AI search functionality for real-time topic and conversation discovery for live stations.

Roar Augmented Reality

Senior User Experience Designer | Aug 2018 – Apr 2020

I revamped Roar's AR content management SaaS platform, optimizing it for creators and businesses alike.
This redesign facilitated the streamlined creation & deployment of augmented reality marketing campaigns & geo-locations.

Simpion Innovation

Founder and Chief Design Officer | Jan 2013 – July 2018

Founded Simpion, one of the first product design companies in the Middle East.
Won Egypt's young entrepreneur of the year award in 2013.

References

Chris Bray (Apple, formerly VP Of Product at Zype)
Ayinde O. Alakoye (iHeart Radio Cofounder, Nedl Founder and CEO)