

Ahmed Mahrakawy

Design Engineer

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SUMMARY

I work across the full product spectrum, from UX research, interviews, and information architecture through visual design, systems, and into production engineering. I've designed and built a SaaS platform solo, from user research to serving paying customers. I take end-to-end ownership from the first interview to the deployed product.

EXPERIENCE

Web Developer — Dieselmatic

Oct 2023 – Present

- Conceived, designed, and shipped Dieselsites (dieselsites.io) — a self-serve SaaS web app enabling truck repair shops to create websites in minutes. Took it from 0: identified market opportunity, pitched stakeholders, wrote product spec, designed UI/UX, and led delivery end-to-end.
- Cut customer onboarding time by 58% (from ~1.15 hrs to under 30 min) by designing and shipping an [interactive onboarding](#) flow that replaced manual intake calls. This was a self-directed project.
- Built a lead generation tool (grader.dieselmatic.com) that grades a prospect's website and returns a score. When a prospect requests to download the report, their contact information is sent into Slack and HubSpot Leads.
- Designed and built an internal [lead-classification](#) tool that ingests scraped lead lists, deduplicates and filters them against existing partners, and auto-tiers each prospect (Grow / Turbo / Enterprise) via a weighted scoring model on website and Google-review signals.

Founder & Lead Designer — RogueUX (Agency)

Jan 2021 – Dec 2024

- Founded and scaled a design agency during the pandemic; secured \$350k in corporate contracts. Owned the full product lifecycle: research, UX/UI design, component specs, and coordinating engineering implementation.
- Designed and shipped wklip.ca and endangeredlanguages.com end-to-end: conducted user research, wireframed flows, built high-fidelity UI, and worked directly with engineers on component-level and page implementation.
- Primary client contact: led design workshops and kept stakeholders updated across product development.

Product Designer — Playground Inc. (Agency acquired by Versett)

Feb 2019 – Jan 2021

- Designed Youth Mode for RBC's Mobile Banking app (iOS & Android) — high-stakes, regulated product serving millions of users. Owned information architecture, UX flows, and final visual design; collaborated tightly with engineering for pixel-accurate output.
- Designed UX/UI for Mozilla's Community Portal (community.mozilla.org) — facilitated design sprints, conducted user interviews, and built a scalable component-driven design system used across multiple teams.
- Facilitated stakeholder workshops, journey mapping, and usability testing sessions, translating findings directly into product decisions with no handoff delay.

TECHNICAL PROJECTS

About My Sound — Solo SaaS — aboutmysound.com

2023 – Present

- Designed and built a SaaS platform solo, from 0 to paying customers, that lets musicians create and manage their own websites (e.g. ilavibezmusic.com, zamiralacosta.com).
- Architected an edge-first rendering system on Cloudflare Workers: artist sites render at the edge with stale-while-revalidate caching and a per-artist Durable Object that locks cache invalidation, so publishes go live instantly without ever serving a stale page.
- Built a component and template library powering 8 distinct, fully responsive templates from one shared system with server-side rendering and accessibility built in by default (WCAG-minded markup, focus states, shared tokens). A single component edit propagates across all templates.
- Built Stripe subscription billing (SetupIntent, promo codes, signature-verified webhooks) and a 0%-commission ticket-sales flow on Stripe Connect.
- Maintained a 739-test suite (Vitest, 44 files) as a solo developer and hardened the backend by auditing and gating previously unauthenticated API endpoints.

SKILLS & TECHNOLOGIES

Design: UI/UX Design, Visual Design, Design Systems, Component Libraries, Wireframing, Prototyping, Information Architecture, Usability Testing

Development: JavaScript / TypeScript, CSS, HTML, REST APIs, GraphQL (familiar), Node.js (familiar)

Infrastructure: Cloudflare Workers, Cloudflare Pages, Durable Objects, KV Storage, Stripe, GitHub, Git

Tools: Figma, Webflow, Claude Code, Xano, Wized, Coda, Notion, HubSpot, VS Code

Methods: Open communication, End-to-end product ownership, Agile / Scrum, rapid iteration, customer and stakeholder feedback loops

EDUCATION

B.Sc. Psychology — Carleton University	2011 – 2016
Diploma, UX/UI Design — BrainStation	2017