

Rafat Alkhatib

A product designer seeking senior product design roles where I can lead and own the creation of intuitive, scalable user experiences—especially in Technology & Startups, E-Commerce, Crypto, AI, Health Insurance, and EdTech.

DESIGN PORTFOLIO	EMAIL	PHONE NUMBER	LOCATION	LINKEDIN
rafat.design	hello@rafatalkhatib.com	+1 315 378 8107	Columbus, Ohio	Rafat Alkhatib

EXPERIENCE

TOTAL: 8 YEARS

- Senior Product Designer

SimplyInsured | Remote – San Francisco | Full-Time

MAR 23 – JAN 25

Scaling Design Systems & AI-Powered Features for Health Insurance.

- Shipped the AI Insurance Chat, enabling instant, personalized answers for employers and improving user satisfaction during decision-making moments.
 - Built and launched SimplyInsured's first responsive design system, increasing UI consistency and reducing front-end development time by over 30%.
 - Redesigned the insurance plan card, leading to a 27% relative increase in conversion (from 4.87% to 6.19%) by improving clarity, hierarchy, and mobile responsiveness.
 - Led A/B/C testing for the FAQ section, resulting in a 33% relative lift in immediate sign-ups and 51% increase in application completions, while significantly enhancing mobile usability.
- Product Designer

Fountain | Remote – San Francisco | Full-Time

SEP 22 – JAN 23

Helping small business hiring hourly employees with less turnover.
- UX Designer III

Verizon | Remote – New Jersey | Contract

MAR 22 – SEP 22

Driving Growth & Engagement in the E-Commerce Experience.

Owned the Accessories and Perks experience, applying design thinking to drive upsells, product add-ons, and plan upgrades while also contributing to Verizon's Social Responsibility Initiative.

- Implemented a round-up donation feature, allowing customers to contribute to charitable causes.
 - Led usability testing and iteration cycles to optimize mobile and desktop purchasing flows.
- Product Designer

CoinMENA | Remote | Full-Time

JUL 21 – MAR 22

Leading the Design System & Enhancing Usability for a Crypto Exchange.

- Established a scalable design system, ensuring consistency across the exchange platform.
 - Streamlined user flows for onboarding, trading, and withdrawals, improving conversion rates.
 - Collaborated closely with engineers to bridge design-development gaps and enhance UI responsiveness.
 - Contributed to brand identity refinement, aligning product visuals with trust and accessibility in crypto.
- UX UI Designer

Olivux | Remote | Part-Time

SEP 20 – JUL 21

An agency focusing on designing experiences for the Swedish market.

Designed a citizen-centric ecosystem for the Swedish market, including an iOS app, dashboard, and marketing site to communicate the company's offering.

Sr Product Designer

Givingloop | Remote | Part-Time

JUL 20 – APR 21

Optimizing the Donation Experience Through Data-Driven Design.

Led UX growth initiatives, refining Givingloop's platform to improve donor engagement and increase contribution rates.

- Designed data-driven donation flows, leading to a rise in monthly contributions.
- Developed a feature to encourage donors to cover transaction fees, improving nonprofit revenue.
- Created an intuitive dashboard for nonprofits, enhancing tracking and donor insights.

UX Designer & Researcher

Tribal Experience | Remote | Full-Time

FEB 20 – FEB 21

In-house agency with Telecom Regulation Authority UX Lab in Dubai.

Led the redesign of TRA UAE's marketing site, managing the project from stakeholder research to high-fidelity wireframes. Delivered a fully responsive web experience, along with Astrotabs' new filtration system for stays and travel needs.

Product Designer

Winfooz | Jordan, Amman | Full-Time

MAR 19 – MAR 20

Designed for an online auto trading platform, creating a seamless marketplace experience for car dealers.

UX Researcher

Plexable | Jordan, Amman | Full-Time

SEP 17 – DEC 17

Worked at a boutique agency specializing in crafting digital experiences for local clients.

TOP EXPERTISE & TOOLS

Craft

Product Thinking
Wireframing
Customer Journeys
Market Segmentation
Information Arch
Micro Interactions
Task Analysis
Design System
Interactive Prototypes

Business

Business Model Dev
BCG Matrix
Competitor Matrix
Competitors Reporting
Product Strategy
UX Strategy
Business Requirement
Stakeholders Interview
Customer Development

Research

Personas
User testing (M/UM) User Interviews Usability Analysis
Testing Protocols
Tree Testing
User Interviews

Software

Hotjar
Figma
Google Analytics
Lookback
Optimal Sort
LogRocket
UserTesting

EDUCATION

BCs Telecom & Software Engineering

Al Balqaa Applied University | 2008 – 2013