

Abubakar Abdulghani

I'm a UAE-based Product Designer with 5 years of experience. I am passionate about creating impactful and appealing products. My problem-solving skills, and eye for detail make me an asset to any team. I'm always looking for new opportunities to grow and improve as a designer and as a person.

 [My portfolio](#)

 Abdulghani.jnr@gmail.com

 +971 58 552 0443

 [LinkedIn profile](#)

Experience

Product Designer, Tabby

Jan 2022 - Present | Dubai, UAE

- As part of the post-purchase team, I contributed to addressing customer pain points related to the use of Tabby. Our team achieved significant KPI improvements, such as:
 - An 11% decrease in customer support tickets thanks to the introduction of user data management feature
 - The successful onboarding of 7,000 merchants with the implementation of the disputes feature, which automatically processed 40% of all reported customer problems.
- I also led the Customer Happiness team as the primary designer, innovating new solutions to improve the workflow of customer support agents and help customers resolve their issues. Our team achieved notable KPIs, including:
 - The payment links enhancement which enabled agents to resolve 2,500 tickets
 - A 15% drop in the time spent between tickets thanks to the Auto-dailer feature enhancement
 - I also designed a new CRM platform that saved the business \$180K, and developed the Tabby support chatbot, which achieved a 4% increase in customer satisfaction ratings.
- Another area of focus was driving Tabby's growth through the creation of a referral experience.
- Developing design components and collaborating with front-end developers to ensure alignment.
- To enhance the design handoff process with engineering, my approach involves creating precise design documentation and collaborating closely with the team to validate both the functional and visual aspects of any feature before it goes live.

UI/UX Designer, OSN

Dec 2020 - Jan 2022 | Dubai, UAE

- Creating user interface designs for multiple platforms, ranging from mobile devices to television, in both English and Arabic.
- Collaborating with developers by providing them with design assets and style guides.
- Creating and managing the TV design system. As the design system evolved, I refactored the MVP designs to align with it.
- Additionally, I worked closely with the Quality Assurance team to ensure that the designs matched the implemented screens.

Education

University of Wollongong Dubai

2013 - 2019

BSc. Telecommunications Engineering

Interaction Design Foundation

Apr 2020 - Jul 2020

- Design Thinking
- Human Computer Interaction
- User Research Methods & Practices
- Emotional Design
- Mobile User Experience
- Psychology of Interaction Design

Skills

Tools

- Figma
- Sketch
- Framer
- Miro
- Webflow
- Affinity Stack
- Invision
- Notion
- Usability Hub
- Dovetail
- Baymard Institute

Design

- UI Design
- UX Research
- Interaction Design
- Wireframing
- Storytelling
- Presentations
- Rapid Prototyping
- Design System Design

UI/UX Designer, Techbay Portal

Jun 2020 - Nov 2020 | Dubai, UAE

- Creating designs for mobile applications
- Aligning with the in-house platform specific developers on design implementation
- Design QA's on the implemented screens

Research & Processes

- Design Sprints
- User Research
- A/B Testing
- User Journey Mapping
- Usability Testing

Quality Assurance Intern, Chalhoub Group

Mar 2019 - Apr 2020 | Dubai, UAE

- Assisted in connecting different API's across different systems using Mule ESB. I had to test these integrations before handing them over to be further tested.
- Drawing out the integration architecture for solutions.
- Created test cases to be tested and documented on test rail.
- Automated test cases using selenium for easy troubleshooting in the occurrence of any future discrepancies.