

BASEL HAMMAMI

Senior Product Designer

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Product Designer with 5+ years building digital banking and fintech platforms across the GCC—from client onboarding and risk assessment to transactional workflows and lifecycle management. I bring a systems-thinking approach to complex financial products, balancing business goals, regulatory requirements, and user needs to ship platforms that scale. CS degree holder fluent in Arabic, Russian, and English, bridging product, engineering, and cross-functional stakeholders to deliver enterprise-grade experiences.

EXPERIENCE

RAKBANK | Product Designer

Oct 2024 – Present

Dubai, UAE · One of the UAE's largest retail banks

- **Platform ownership:** Owned end-to-end UX for the Client Lifecycle Management (CLM) platform—a compliance-critical system handling onboarding, KYC verification, and ongoing due diligence for retail and corporate banking clients.
- **Regulated UX:** Redesigned compliance-heavy form architecture including input validation, error recovery, and OCR-assisted data capture, reducing manual rework in verification workflows by an estimated 35%.
- **Risk mitigation:** Architected re-engagement journeys for expired KYC profiles, increasing re-verification completion rates and reducing regulatory exposure across the customer base.
- **Cross-functional:** Partnered directly with compliance, legal, and risk teams to align UX decisions with Central Bank of UAE regulatory requirements while maintaining usability standards.

Balady App | Product Designer

Feb 2023 – Oct 2024

Kingdom of Saudi Arabia · Super-app for municipal and community services

- **Feature ownership:** Designed and shipped navigation mode, free movement, and live location-sharing features for a platform serving thousands of daily active users across Saudi municipalities.
- **Data-driven design:** Built an event-triggered contextual feedback system that replaced generic surveys, improving signal quality for product decisions and reducing noise in user sentiment data.
- **Platform thinking:** Established scalable interaction patterns and component standards across a multi-feature platform, enabling faster feature rollout while maintaining consistency.

Maids.cc (by Tadbeer) | Product Designer

Jan 2021 – Oct 2023

Dubai, UAE · Regulated domestic workforce marketplace

- **End-to-end:** Led full redesign of the web platform and built the mobile hiring flow, digitizing a process governed by UAE labor regulations and Tadbeer compliance requirements.
- **Systems design:** Engineered responsive design system ensuring consistent cross-device experience across desktop, tablet, and mobile for a marketplace operating under regulatory oversight.

SKILLS & TOOLS

Design: Figma, Prototyping, Design Systems, Interaction Design, Information Architecture, Wireframing

Domains: KYC/AML Compliance, Risk Assessment, Client Lifecycle Management, Identity Verification, Regulated Marketplaces

Methods: User Research, Usability Testing, Stakeholder Workshops, Journey Mapping, Data-Informed Iteration

Technical: HTML/CSS, JavaScript, Responsive Design, API-aware Prototyping, Developer Handoff

EDUCATION & LANGUAGES

B.Sc. Computer Science — Tishreen University, Syria (2013–2018)

Languages: Arabic (Native) · Russian (Native) · English (Fluent)