FAEZEH RASAI

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Senior Product Designer with 7 years designing AI, fintech and banking, and travel booking products for the MENA region, in Arabic (RTL) and English. Turns funnel data and user insight into end-to-end journeys, and designs for the error states real users hit, not only the happy path. Takes ownership of services from scratch to launch, prototyping ideas quickly with Claude and Cursor.

EXPERIENCE

Senior Product Designer | Rahal Nov 2025 – Present

Online travel agency inside the SuperQi super app, Iraq & MENA

- Redesigned hotel discovery for Iraqi travellers. In the four weeks after the first release, **15% more organic searchers opened a hotel** and **40% more confirmed a room**.
- Designed the end-to-end flight booking journey in Arabic and English.
- Validated design decisions with **A/B tests** and **PostHog** funnels, using product analytics to find drop-offs and decide what to fix next.

Senior Product Designer | AI71 Short-term contract | Aug 2025 – Nov 2025

- Designed AI-powered services for **healthcare and agriculture**, turning manual processes into automated workflows, among the first AI services of their kind in the UAE.
- Collaborated with AI engineers, product managers and business teams to turn complex requirements into clear, buildable flows.

Senior Product Designer | Flytoday Aug 2023 – Aug 2025

Online travel agency

- Led the design of key services (flights, hotels, tours, visa and things to do), landing pages and the mobile app using data and A/B testing, **boosting conversion by 25%** and **satisfaction by 15%**.
- Balanced user needs with business and technical requirements across a multilingual product.

Product Designer | Behsazan Mellat Oct 2021 – Aug 2023

Banking

- Built a scalable design system for the bank, with **50 UI components** and style guides, giving designers and engineers one shared source across digital products.
- Designed core banking products end to end, from gathering requirements with stakeholders to handoff, simplifying complex financial flows and improving customer satisfaction.

UI/UX Designer | Tosan Soha Sep 2020 – Oct 2021

Fintech

- Launched a mobile credit product that reached **20% adoption in its first quarter** and positive media coverage.
- Led end-to-end flows for cryptocurrency features, validated through usability testing.

Graphic & Web Designer | GS1 Iran Dec 2018 – Sep 2020

- Designed the brand's visual identity, websites and marketing pages, redesigning its WordPress sites for a clearer, more consistent experience.

EDUCATION

Master of Arts, Research of Art 2018–2020 | Tarbiat Modares University, full scholarship

Bachelor of Arts, Textile Design 2014–2018 | University of Art

CERTIFICATIONS & LANGUAGES

Google UX Design Certificate, 2021 | **Visual Elements of UI Design**, California Institute of the Arts, 2020

English IELTS 7.5 | **Arabic** professional reading and writing, intermediate speaking

SKILLS

Design: UI Design, Visual Design, Interaction Design, Mobile & Responsive Design, Design Systems, Design Tokens, Design Thinking, Information Architecture, User Flows, Journey Mapping, Wireframing, Prototyping, User Research, Usability Testing, Competitor Analysis, Accessibility, Localization & RTL, UX Writing. **Collaboration:** Cross-functional Collaboration, Stakeholder Management, Mentoring. **Data:** A/B Testing & Experimentation, Funnel Analysis, Event Tracking, Behavioral Data, Heatmaps & Session Recordings, Product Analytics, Data-Informed Design. **Tools:** Figma, FigJam, Framer, Webflow, Miro, Jira, PostHog, GrowthBook, Hotjar, Google Analytics, Yandex Metrica, Adobe XD, Illustrator, Photoshop. **AI:** Claude, Cursor, Lovable.