

Ibrahim Abdulla

Senior Product Designer · AI-Native Design Engineer

Senior product designer with **9 years** across **regulated fintech**, trading and logistics, and a computer programming degree. I own product areas end to end, from research and flows to design systems and shipped code. I work AI-native: at Deriv I co-built the **design system AI coding agents use to turn a spec into production UI**, and I ship my own pull requests.

EXPERIENCE

Senior Product Designer

Deriv | Regulated online trading platform

Mar 2024 - Present · Dubai, UAE

- **Core builder of Deriv's AI-ready design system:** 100+ React components on shadcn/ui and Tailwind, 19 releases in 12 weeks, adopted by 5 to 7 products. I design and ship my own code.
- **Built agent skills that turn a spec into production UI** in Claude Code and Cursor. They rebuilt a full production page at about 90% spec accuracy using only system components.
- **Made accessibility the default:** automated WCAG 2.1 AA checks built into the system, plus the design principles and standards teams build against.
- **Designed onboarding for Deriv's UAE market launch:** signup and account linking with national digital ID, identity-document flows, and the UAE mobile app.
- **Owned core mobile trading flows:** trade page redesign, trading account creation, navigation and home page, plus the input and interaction components behind them.

Senior Product Designer

Shopini Logistics | Last-mile logistics, acquired by Lyve

May 2021 - Jan 2024 · Dubai, UAE

- **Owned product design for 3 products** (warehouse operations app, courier platform, executive dashboards), reporting directly to the CEO.
- Turned CEO and stakeholder ideas into requirements and clickable prototypes, then ran build, testing and iteration with engineering.
- Designed the **parcel and revenue dashboards leadership used daily** to make decisions.
- **Built the company design system**, unifying the design language across all internal products and reducing front-end rework.
- Kept product work on track **through the acquisition by Lyve** and the handover that followed.

Senior UI/UX Designer

GO-Gulf | Web and mobile agency

Jul 2017 - May 2021 · Dubai, UAE · promoted from UI/UX Designer, 2018

- **Led a 3-person UI/UX team** across client web and mobile projects, from research to handoff.
- Presented concepts directly to clients including AGMELCO Elevators, Kidzonet UAE and My Brand Perfumes, and mentored junior designers.

UI/UX Designer & Social Media Manager

Examsummary | EdTech startup

Aug 2015 - Jul 2017 · India

- Designed from concept to handoff and **built the front-end pages myself**; ran the social channels.

CONTACT

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SKILLS

Product Design

End-to-end ownership, UX research, user flows, prototyping, design systems, accessibility (WCAG 2.1 AA), trading and onboarding UX

AI-Native Design Engineering

Claude Code, Cursor, Codex, agent skills, spec-driven design, React, shadcn/ui, Tailwind, Git and pull requests

Tools

Figma, Webflow, Amplitude, Fullstory, Google Analytics

Domain

Regulated fintech and trading, KYC and digital identity, logistics operations

LANGUAGES

English (Professional)

Arabic (Read & Write)

Malayalam (Native)

Hindi (Native)

EDUCATION

Bachelor of Computer Application

2013

COMMUNITY

Design mentor, ADPList

Young Jury, Awwwards