AMAN MAHER

Senior Product Designer | B2B & B2C SaaS | Web & Mobile | Complex Product Systems

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Work Status: Riyadh-based | Transferable Iqama | Short notice period

PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years of experience designing and shipping SaaS and platform products across web and mobile in Saudi Arabia and the wider region. At webook.com I lead the UX redesign of WBK PRO, a B2B admin platform where event organisers set up, sell and manage events, including an embedded AI copilot that lets them manage events by talking to it instead of filling out forms. Before that, I led UX at Backbase on a digital banking platform sold to financial institutions. I thrive on complexity: turning ambiguous business and technical requirements into clear product logic, onboarding and activation flows, dashboards, and the states and edge cases behind them. I own problems end to end, from discovery and research to prototyping, high-fidelity UI, delivery and data-informed iteration. I also designed, coded and shipped Madriss, a personal finance app live on the Apple App Store and Google Play.

CORE SKILLS

SaaS Product Design: Self-serve onboarding and activation, guided setup and empty states, admin consoles and back-office tools, dashboards and reporting, complex multi-step workflows, orders, payments and payouts, AI-assisted features, B2B and B2C web and mobile (iOS, Android)

Product Thinking: Problem framing, information architecture, states and edge cases, user journeys, prioritisation with product managers, articulating design decisions

Research & Experimentation: User interviews, usability testing, surveys, competitive analysis, product analytics, data-informed design, experiment design and iteration

Craft & Systems: Interaction and visual design, typography and grids, rapid prototyping, design systems and scalable UI patterns, bilingual English/Arabic (RTL) interfaces, Material Design, Apple HIG

Domains: Event ticketing and bookings, digital banking and fintech, budgeting tools, trust and clarity in financial UX

Tools: Figma, FigJam, Framer, Miro, Adobe XD, Adobe Photoshop, AI-assisted design, prototyping and front-end workflows

PROFESSIONAL EXPERIENCE

Senior Product Designer | webook.com
Riyadh, Saudi Arabia | March 2025 – Present

- Lead the UX redesign of WBK PRO, webook's B2B admin portal for event organisers and internal operations teams, improving clarity, efficiency and usability across event and ticketing operations.
- Designed the platform end to end: an organiser dashboard, event and experience hubs, ticketing, orders, and finance and payouts, all in English and Arabic.
- Identified key operational pain points, such as unclear system behaviour during ticket sell-outs and missing guidance on next steps, and designed guided setup checklists and in-product tours that show exactly what's left before an event can go live.
- Designed Wibi, an embedded AI copilot that lets organisers create and manage events through conversation instead of long forms.
- Own end-to-end design for webook.com's consumer booking platform across web and mobile, mapping states and edge cases across multi-step booking and payment flows.
- Use user research, usability testing and product analytics to find friction in key journeys, then partner with product managers, engineers and data teams to prioritise and validate improvements.

Senior User Experience Lead | Backbase
Riyadh, Saudi Arabia | September 2023 – March 2025

- Led UX for Backbase's digital banking platform, sold to financial institutions in the Middle East, owning design from discovery through delivery on web and mobile.
- Designed complex financial products, including interactive budgeting tools and secure communication channels, that make people's money clear, actionable and trustworthy.
- Turned complex financial and technical requirements into clear, usable interfaces, working closely with product owners and engineers.
- Worked within the platform design system to deliver consistent, scalable UI patterns across web and mobile.

Senior User Experience Designer | Backbase
Riyadh, Saudi Arabia | March 2023 – September 2023

- Designed user flows tailored to Middle East banking customers, along with wireframes and high-fidelity UI for web and mobile applications.

Senior UI/UX Designer, Digital Transformation | Xebia
Saudi Arabia | February 2022 – March 2023

- Designed web and mobile solutions for digital transformation programs in Saudi Arabia, including a fintech app for Alinma Bank, turning fragmented business processes into structured digital workflows.
- Worked with stakeholders and engineering teams to turn business requirements into product logic, user flows and final UI.

User Experience Designer | Accenture
Bangalore, India | August 2021 – February 2022

- Created user flows, wireframes and prototypes for client digital products and supported usability evaluation and iteration.

Junior Designer | Tenovia; Wemakez Brand Management
India | March 2018 – May 2019

- Produced visual and digital design assets for brand and e-commerce clients.

Design Intern | EY
Trivandrum, India | December 2017 – March 2018

- Created 3D models for virtual reality applications.

PROJECTS

Designer & Developer | Madriss – Money & Budget (iOS & Android)
Live on the Apple App Store and Google Play | madriss.com

- Designed, coded and shipped an Arabic-first budgeting app for Saudi Arabia that logs mada, Visa and Mastercard purchases automatically from bank SMS alerts, with no bank login and on-device parsing.
- Owned the full product cycle as a solo maker, from problem definition, product logic and UX/UI to development, release and post-launch iteration, including onboarding, monthly budgets and expense splitting.

EDUCATION

Master's Degree, Industrial and Product Design | MIT Institute of Design | 2019 – 2021

Bachelor of Arts, Animation and Graphic Design | Mahatma Gandhi University | 2015 – 2018

CERTIFICATIONS

- Foundations of User Experience (UX) Design
- Introduction to Agile & Scrum for Product Owners
- Adobe XD UI/UX Design