

Hadeer Hesham

Senior product designer

Cairo, Egypt | +201121514467 | hadeerhesham661@gmail.com | [LinkedIn](#) | [Portfolio](#)

Work experience

Telda — Senior product designer

July 2025 – Current | Cairo, Egypt

Trading & Investments (End-to-End Ownership)

- Led end-to-end design for Telda's trading and investment experiences, owning research, UX strategy and worked closely with product, engineering and compliance to design trustworthy and easy-to-use trading system for retail investors in Egypt.
- Led end-to-end mutual fund experiences for retail investors, making equities, gold, and fixed-income easy to understand and invest in. Built trust-first flows with clear returns visualization, fractional unit handling, and transparent fees.
- Led UX for market, limit, and stop orders, enabling advanced trading and risk management. Conducted trader and non-trader interviews to validate mental models, reduce execution anxiety, and clarify trigger logic and outcomes.
- Simplified cash management flows, translating settlement and hold rules into clear, intuitive models so users can trade, withdraw, and plan without financial expertise.
- Designed and optimized funding and withdrawal flows to ensure clear, reliable access to liquidity across the trading lifecycle.
- Telda Daily Saver Space (Savings)
 - Led product design for Daily Saver Space, transforming Spaces from money segregation to yield-generating savings, balanced daily returns, high liquidity, and zero friction UX, Designed for scalability toward **EGP 1B+ AUM**
- Led a team of Product Designer I and an intern, mentoring and guiding design execution to deliver user-centered fintech products, ensuring alignment with business and UX goals., user-centered fintech products.

MaxAB — Product Designer II

Jan 2024 – July 2025 | Cairo, Egypt

MaxAB — Product Designer I

Sep 2022 – July 2024 | Cairo, Egypt

Marketplace Model (End-to-End Ownership)

- Managed the launch of MaxAB's newest marketplace vertical; rapidly leveraging market insights and launch findings to inform product iteration, specifically focusing on optimizing user funnels and features prioritization to meet adoption and revenue targets
- Led design for MaxAB's Marketplace model across both the retailer app and the seller/admin web portals.
- Contributed to marketplace adoption and growth, achieving **28.6%** conversion within the first two months post-launch.
- Supported improvements in repeat usage and retention through continuous UX iteration, driving a **40%** repeat rate and reactivating **17.6%** of churned users.
- Led and mentored a junior Product Designer, providing mentorship and design guidance to create intuitive, user-focused e-commerce experiences.

MaxAB Super App

- Led the MaxAB super app growth efforts, driving multi-vertical adoption efforts across 3 verticals (In stock, fintech, marketplace) with the objective increasing multi vertical adopter from **15%** to **45%** by 2026.
- Introduced the Super MaxAB revamp of our user app, leading to an **500%** increase in the fintech services visit rate (**6.6%** → **40%**).
- **30%** of target users completed at least one fintech transaction, **53%** of the people acquired on fintech re-cashed in their wallet.
- Designed an e-KYC microservice to streamline in-app service registration, resulting in a **50%** reduction in customer acquisition cost through eliminating the need for on-ground sales acquisition.

E-commerce & Cross-Vertical Design

- Redesigned retailer app and worked on main features: offers, loyalty, digital wallets, coupons, credit, loans, leaderboard
- Drove a **42%** uplift in offer conversions by surfacing eligible discounted products directly on the offer conditions page, improving clarity and purchase intent.
- Designed "Payment on Credit" product line, to offer credit lines to small mom-and-pops retail shops in underserved areas in Egypt and Morocco. Achieved a **35%** conversion in 2 months post-launch, **13%** increase in NMV for adopting users, **77%** MoM retention rate.
- Enhanced the complaint placement user experience across 5 markets by redesigning and simplifying the user flow, increasing the help centre adoption rate by **26%**.
- Owned UX across Sales & Supervisor tools, Seller platform, and Fintech products

Design Systems

- Contributed reusable mobile components to MaxAB's design system, reducing design-dev errors by **30%**

Swira Designs — UI/UX Designer

Nov 2021 – Aug 2022 | Cairo, Egypt

- Directed the creation of intuitive user interfaces for 3 full web and mobile app projects, optimizing UX and improving client retention by **30%**.
- Ran UX research, wireframes, testing, and prototyping end-to-end

Education

– UI/UX Design Intensive Code Camp scholarship ITI (Information Technology Institute)

Sep 2021 – Dec 2021 | Cairo, Egypt

– Bachelor of Applied Arts – Product Design, Beni-Suef University

Sep 2016 – July 2021

Skills

- **Core Skills:** UX Strategy · Data-Informed Design · Rapid Prototyping · MVP Iteration · Design Systems · Journey Mapping · Multi-role UX · Interaction and motion design
- **Tools:** Figma · Mixpanel · Metabase · Framer · Maze · Notion
- **AI & Innovation:** AI-Powered UX (Figma AI, Galileo AI, ChatGPT) · Content automation · AI testing workflows
- **Industries:** Trading · Fintech · E-commerce · Marketplace · Internal Ops Platforms (Sales & Supervisor tools)