Haroon Al Hadi

Senior Product Designer · AI & Design Systems

Dubai, UAE · UAE residence visa (employment) · 30-day notice period
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SUMMARY

Product designer with 6+ years designing B2B SaaS, edtech and enterprise tools for teams in the UAE, US, Europe and Africa. I take work from discovery to coded prototype: I build design systems in Figma and in React/Angular, and I prototype AI features hands-on with Claude Code and LLM APIs. Strongest where complex workflows need to become simple: education platforms, hiring flows, sales and service tools.

AI & PROTOTYPING

Agent Office

2026 – Present

Personal build

- Designed and built a self-hosted workspace where 14 AI agents (Claude Code, Codex, Grok, Gemini) work on my real projects: 1,600+ tasks completed across 40 projects in its first six weeks.
- Designed the human-in-the-loop experience: agents hand off work to each other, stop and ask me on my phone when a decision is unclear, and run sandboxed when they read untrusted web content.
- Built a pixel-art office interface showing each agent's live status, plus task, backlog and job-tracking dashboards.

CarePal

2026

Client project, pre-launch

- Product and website design for CarePal, a bedside AI companion device for ageing parents that is currently in development. Led the website redesign.

NapWake

Personal app

- Took a location-based alarm from first sketch to a live Android app: research, interaction design, UI and build.

EXPERIENCE

Educore Systems and Technologies

Jan 2025 – Present

UX Designer · Dubai, UAE

Education management platform and mobile apps for schools and universities in the GCC and US.

- Redesigned student, teacher and admin workflows across web and mobile, raising task completion by 19% and daily active use by around 10%.
- Simplified the information architecture across 15+ modules, so common admin tasks take around 15% less time.
- Designed Taaleemi, an education job portal, from the ground up: personas and journey maps for schools, teachers and principals, plus sector-specific search and filters that make applying about 20% faster.
- Set the team's design system standards and Figma documentation (research, personas, flows, specs) for consistent developer handoff.
- Introduced AI-assisted design workflows that speed up prototyping and iteration, cutting design delivery time by about 40%.

Speridian Technologies

Jan 2021 – Dec 2024

UX Designer · Remote, for clients in the US, Canada, Sweden, Tanzania and India

- **LA Fitness (US & Canada):** redesigned the visitor-to-member website journey (+28% conversion, +16% revenue) and the sales team's lead management tool (+15% sales efficiency). A responsive tablet version let staff upsell away from the point of sale (38% upsell rate). Built design systems for internal apps that made design 50% and development 21% faster.
- **Husqvarna Motorcycles (Sweden):** designed and built a responsive React service portal and a unified mechanic dashboard: 18% faster tasks, 17% less manual data entry, 21% faster ticket resolution.
- **CRDB Bank (Tanzania):** reorganised online banking navigation using card sorting and priority-based IA: +8% online banking adoption, 12% fewer support calls.

- **IRIS Software (US):** research with 200+ employees shaped a SAP Jam intranet redesign: 35% higher participation in cross-department events.
- **Asian Paints (India):** designed and developed an Angular design system used across 20+ departmental modules.

Impresa Jan 2019 – Dec 2020

Web Designer & Digital Manager · India

- Redesigned a handloom brand's website and its Instagram-to-website journey: +23% online sales, 31% faster checkout, 27% more repeat customers.

Earlier 2016 – 2019

- Risk Management Operator, Home Credit India (2017 – 2019) · Animator, BMG Animations (2016 – 2017): animation, character design and storyboards for broadcast TV.

SKILLS

Design: Product discovery, user research and usability testing, information architecture, journey mapping, interaction design, design systems, accessibility, UX writing, design QA and developer handoff

AI: LLM prototyping, agent and human-in-the-loop UX, AI-assisted design workflows

Tools: Figma (variables, auto layout, components, prototyping), Claude Code, Cursor, React, Angular, HTML/CSS, Adobe Illustrator, Photoshop and Animate

EDUCATION

B.Tech, Mechanical Engineering 2012 – 2016

Nehru College of Engineering & Technology, Thrissur