

Abdulmajid Adams

Lead AI Product Designer

Lead Product Designer with experience designing complex digital products across AI, fintech, crypto, SaaS, and enterprise platforms. Specialized in turning complex systems, data-heavy workflows, and emerging technologies into intuitive, trustworthy user experiences. Strong background in AI-assisted products, workflow design, product discovery, design systems, prototyping, and cross-functional collaboration with product, engineering, and business teams. Experienced in designing for high-trust environments including banking, compliance sensitive flows, enterprise tools, and AI-enabled platforms.

Work Experience

Product Designer @ Toptal

JUNE 2020 - PRESENT

- Led end-to-end product design for AI, fintech, crypto, and SaaS clients, translating ambiguous business needs into user-centered product experiences across discovery, prototyping, and delivery.
- Translated complex product requirements and emerging technologies into clear, adoption-friendly user experiences for both B2B and B2C products.
- Designed AI-adjacent workflows and complex decision-support interfaces that improved usability and reduced friction for enterprise and customer-facing products.
- Built scalable design systems and reusable component libraries that reduced design inconsistency by 37% and improved handoff efficiency across teams.
- Led design audits, product discovery sessions, wireframing, prototyping, and high-fidelity execution for new and existing products.
- Partnered with product managers and engineers to define MVP scope, feature prioritization, and user flows for high-complexity B2B and B2C platforms.
- Facilitated discovery workshops and stakeholder alignment sessions that reduced requirement ambiguity and shortened decision-making cycles by about 53%.
- Mentored junior designers and contributed to stronger design operations and delivery quality.
- Designed crypto/Web3 experiences enabling users to understand balances, staking positions, transaction history, and asset activity in real time.

UI/UX Designer @ Emirate NBD

FEB 2020 - JUNE 2020 (CONTRACT)

- Designed high-impact user flows for consumer and enterprise banking products in a high-trust, compliance-sensitive environment.
- Streamlined KYC, onboarding, and verification experiences to reduce friction while supporting regulatory requirements.
- Improved usability across responsive banking experiences for desktop, tablet, and mobile platforms.
- Worked closely with product owners, developers, and stakeholders to ensure accurate implementation of design intent.
- Contributed to accessible, intuitive UX patterns for financial products where trust, clarity, and error prevention were critical...

UI/UX Designer @ FAB

AUG 2019 - NOV 2019 (CONTRACT)

- Designed end-to-end experiences for mobile and web products, balancing user needs with business and technical constraints.
- Created modular templates and repeatable UI patterns to accelerate prototyping and product delivery.
- Prototyped and tested complex multi-step workflows, improving usability for users completing high-friction tasks.
- Iterated on solutions using stakeholder and user feedback to improve clarity, efficiency, and satisfaction.

UI/UX Designer @ Mashreq Bank

FEB 2019 - AUG 2019 (CONTRACT)

- Designed internal digital tools and customer-facing experiences to support banking operations and digital service delivery.
- Presented design strategies and prototypes to stakeholders, building alignment around product direction and UX improvements.
- Conducted competitive analysis and heuristic evaluations to uncover usability gaps and identify opportunities for innovation.
- Collaborated with engineers to ensure design quality, accessibility, and implementation accuracy.

UIUX Designer @ Nexa Digital Agency

AUG 2018 - OCT 2018

- Developed branding systems, UI guidelines, and digital design assets for client-facing platforms.
- Presented design concepts and prototypes to stakeholders and translated business goals into coherent product experiences.
- Contributed to product and marketing design efforts across multiple digital touch points.

UI/UX Designer @ NineSevenOne

NOV 2017 - JUN 2018

- Designed user flows, dashboards, and interactive interfaces for digital products with data-heavy experiences.
- Created visual systems and reusable design components for consistency across products.
- Simplified complex analytics and operational information through accessible dashboards and visualization patterns.

UI/UX Designer @ InnovationBox

JUL 2017 - NOV 2017

- Developed prototypes and product concepts for digital initiatives, helping stakeholders validate ideas before implementation.
- Worked with developers to improve implementation fidelity and product usability.

UI Designer @ Blue LLC

APR 2016 - AUG 2017

- Supported digital product and web design through UI execution, illustration, and interface design.
- Conducted market and competitor reviews to identify design opportunities and improve product positioning.

Certs



Portfolio

[Website](#)

Contact

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[LinkedIn](#)

Projects Category

- B2B
- eCommerce
- Fintech
- AI
- Crypto/Web3

Skills

- AI Product Design
- Conversational UX & Prompt Interaction Patterns
- Human-in-the-Loop Workflow Design
- Product Discovery & UX Strategy
- End-to-End Product Design
- Enterprise UX & Complex Systems
- Fintech / Crypto / Web3 Experience
- Design Systems & Scalable UI Architecture
- Data Visualization & Insight Dashboards
- Usability Testing & Heuristic Evaluation
- Cross-Functional Leadership
- Prototyping & Experimentation

Tools

- Figma
- FigmaMake | FigJam
- Anthropy - Claude AI
- Rive
- Webflow
- ChatGPT
- MidJourney
- Framer
- Sketch
- Jira & Confluence
- Miro
- Proto.io
- Relume
- Adobe Creative Suite
- InVision

Education

Bsc(IT & HCI) @ Middlesex University

2014 - 2017

IT Development & Graphics @ NIIT

2010 - 2012