

Beshoy Reda Roshdy

Senior Product Designer

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PROFILE

Product Designer with proven experience across diverse industries, specializing in SaaS products. Skilled in end-to-end design processes — from user research and ideation to prototyping and usability testing. A collaborative team player who works closely with cross-functional teams to deliver thoughtful, user-centered solutions. Currently exploring the integration of AI into the design workflow to drive smarter, more innovative outcomes.

EXPERIENCE

Senior Product Designer

IMPARGO GmbH

Feb 2025 – Present · Cairo, Egypt (Hybrid)

Took greater ownership of design decisions, leading end-to-end design initiatives and contributing to product strategy. Strengthened decision-making skills by driving design direction independently within a collaborative, cross-functional environment.

Product Designer

IMPARGO GmbH

Feb 2022 – Mar 2025 · Cairo, Egypt

Deepened expertise in SaaS product design, working within an Agile framework to deliver iterative, user-centered solutions. Collaborated closely with product and development teams throughout the full design lifecycle.

Product Designer

Parent

Aug 2020 – Feb 2022 · Cairo, Egypt

Responsible for enhancing the UI/UX of a communication and management platform across all stages of development. Collaborated with creative designers to produce marketing materials and social media visuals, maintaining a cohesive brand presence.

UI/UX Designer

Argaam Media

Sep 2019 – Aug 2020 · Cairo, Egypt

Collaborated with stakeholders to redesign a news website and mobile app, conducting needs-finding to inform design decisions. Contributed to multiple digital products with a focus on user experience.

UI/UX Designer

magdsoft

Jun 2018 – Sep 2019 · Cairo, Egypt

Designed visual graphics, mobile apps, and websites across diverse projects. Led a full rebrand including logo and website redesign, strengthening the company's brand identity and online presence.

EDUCATION

Bachelor's Degree, Faculty of Commerce

New Cairo Academy

2013 – 2016

SKILLS

Core UX & Design

User Research · Usability Testing · Information Architecture · User Journey Mapping · Interaction Design · Prototyping · Visual/UI Design · Typography & Layout

Product & Strategy

Product Thinking · Problem Framing · Data-Driven Design · Systems Thinking · Product Strategy Awareness · Prioritization with Product Teams

Design Systems & Execution

Figma · Design Systems · Component-Based Design · Developer Handoff · Technical Understanding (HTML/CSS Basics)

Collaboration & Leadership

Stakeholder Communication · Design Presentation · Cross-Functional Collaboration · Mentoring Designers · Ownership & Decision-Making

CERTIFICATIONS

Start the UX Design Process: Empathize, Define, and Ideate

Google · Jul 2025

Foundations of User Experience (UX) Design

Google · Sep 2022

UX Design Fundamentals

California Institute of the Arts · Apr 2021

UX Design Course

Edraak · Apr 2020