

Reem Alharthi

Senior Product Designer

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NN/g UX Master Certified (UXMC) · IDEO U Strategy Certified · Apple Developer Academy Alum

SUMMARY

Senior Product Designer who turns ambiguity into clear product decisions, connecting user behavior, business goals, and UX strategy to uncover the root causes of product friction. Focused on research-driven activation, onboarding, and Product-Led Growth. Trained 300+ designers to approach UX strategically.

PROFESSIONAL EXPERIENCE

Product Designer & Growth Product Designer

Lucidya (Jun 2025 - Oct 2026 · Full-time)

- Led strategic product design initiatives focused on PLG, increasing first-time user value through research-driven design decisions.
- Led discovery efforts - user research, journey mapping, and UX audits - to uncover opportunities that improved onboarding, activation, and self-serve adoption.
- Influenced product strategy by synthesizing user insights, behavioral data, and business goals into actionable design recommendations.
- Collaborated with cross-functional leadership to align UX strategy with product and business priorities.
- Advanced organizational UX maturity from Stage 3 (Emergent) to Stage 4 (Structured) within one year by leading a UX Awareness initiative, recurring sessions, and evidence-informed decision-making.
- Mentored and trained a UX/Product Design intern through hands-on guidance on real-world product work.
- Led end-to-end design for AI-powered Audio Transcription and Monitoring Solutions; delivered high-fidelity bilingual (EN/AR) designs ahead of deadline.
- Led early product exploration through competitive research and rapid prototyping.
- Facilitated 3 UX reality-check workshops (NN/g maturity baseline, 6-month vision, top-5 challenges) - directly initiated the Design System program.
- Recognized as Design Hero of Q4 by Lucidya (Jan 2026).

Product Design Trainer

Olo Academy (Aug 2026 · Contract)

- Trained beginners through 'Manara' - an interactive UX/UI program; ran every session as hands-on, discussion-led learning rather than lectures.
- Designed practical exercises for each session so participants applied concepts immediately.

UX Trainer | Training Designer & Facilitator

Confidential Government (Jul - Dec 2025 · Contract)

- Designed and delivered 'Smarter UX: From Analysis to Decision' - run 4 times for 200+ beginner and intermediate practitioners.
- Trained participants in strategic thinking: taking an idea from scratch to a complete case study and a full end-to-end project.
- Authored all program content, exercises, and workshops, and facilitated every cohort.

Product Designer

Zid (Oct 2022 - May 2025 · Full-time)

- Led UX for the Zid app (15K+ active merchants, 4.8/5 App Store rating), designing in-app registration and onboarding that increased subscriptions by 15%.
- Part of the PLG initiative that raised monthly conversion from 0.2% to 25% and cut registration and onboarding to a single day for the average merchant.
- Audited the full app and redesigned analytics, add-product and onboarding experiences; the app enabled merchants to complete 50K+ orders and manage 200K+.
- Designed a PLG dashboard that showcased product value, reducing reliance on traditional sales efforts.
- Enhanced the Zid Pay activation flow, significantly increasing activation rates.
- Contributed to Zid's design systems for consistent, scalable design across platforms.
- Led UX and usability enhancements across the Dashboard, Zid Ship Tracking Page, Mazeed App, Zid Pay, and Toba Donation Website.
- Took on a 3-month Product Manager rotation (Jan - Mar 2024) to build empathy for the PM role and strengthen collaboration with product managers.
- Recognized as a Mid-Year High Performer by Zid (Jun 2024).

Apple Development & Design Trainee

Apple Developer Academy (2021 - 2022)

- Led UX design and research for mobile apps; prototyped in SwiftUI and conducted usability testing with Apple advisors.
- Broke down complex problems into solutions that worked and inspired the team.

SPEAKING, TRAINING & MENTORSHIP

Speaker at LEAP 2026

Tuwaiq Academy (Sep 2026)

Invited talk 'Designing for Value': a Value Chain framework connecting user value to business growth.

UX Trainer | Workshop Designer & Facilitator

UX Writing bil Arabiya (Aug 2026)

Webinar 'The Hidden Value of Design Thinking' for 120+ registrants, linking design to business outcomes.

Product Design Trainer

Technical College of Telecom & Information (Jul - Aug 2025)

Designed and facilitated the 'From Idea to Product' UX workshop for 90+ participants.

EDUCATION

BSc Computer Science

Umm Al-Qura University
2012 - 2017

Apple Developer Academy

Development & Design Programme
2021 - 2022

CERTIFICATIONS

Human-Centered Strategy Cert.

IDEO U · Oct 2026
Designing Strategy · Activating Strategy

Product-Led Growth Micro-Cert. (PLGC)

Product School · Apr 2026

Demonstrating UX Value

Nielsen Norman Group · Mar 2026

AI Design System Bootcamp

Memorise.ly · Jan 2026

UX Master Cert. (UXMC)

Nielsen Norman Group · Feb 2025
Interaction Design · UX Management · UX Research

Certified in UX Design

Google · 2023

Training of Trainers (TOT)

TVTC · 2020

PUBLICATIONS

How Do We Make Smarter Product Decisions?

Medium · Sep 2026

UX Numbers Don't Speak Business. ROI Does.

Medium · May 2026

5 Gaps That Broke Inclusion Design

Bootcamp-Medium · May 2026

I Thought Great UX Was About Pushing Harder. I Was Wrong.

Bootcamp-Medium · Dec 2025

LANGUAGES

English · Full Professional
Arabic · Native

SKILLS

- Product Strategy & Growth
- Product-Led Growth (PLG)
- Design Strategy
- UX / UI Design
- Interaction Design
- Exploratory UX Research
- Usability Testing
- Time-to-Value Strategy
- Activation & Onboarding Design
- Design Systems
- User Journey Mapping
- AI-Accelerated Prototyping
- AI-Powered UX Research
- Design Team Leadership & Mentoring
- UX Maturity Enablement
- Team Enablement & Capability Building
- Workshop Facilitation
- Cross-functional Leadership
- Bilingual Design (EN/AR)
- Stakeholder Communication

TOOLS

Figma · FigJam · Figma Make · Claude AI · ChatGPT · Notion AI · Loom AI · Miro · Notion · Jira · Hotjar · Heap · LogRocket · Mixpanel · Google Clarity · Loom