

Abdullah Ghatasheh

AI-Powered Product Designer | UX/UI | Design Systems Expert
Builds AI-Assisted React Native & Next.js Prototypes
I help businesses build digital products customers love.

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Experience

Lead Product Designer Oct 2023 - **Present**
Lumi Car Rental (a Seera Group company) 3 yrs 1 mo
Dubai, UAE - On-site · Travel & Tourism, Car Rental
[Promoted from Senior Product Designer, Jan 2026](#)

- Lead design for the car rental management platform and the short-term rental product.
- Align the design team's goals with the product and business vision.
- Plan and run user research, and analyze product data, to validate design decisions and improve the user experience.
- Partner with Product, Engineering, QA, Business, Finance, Operations, Fleet and Training teams.
- Produce wireframes, UI designs and high-fidelity prototypes.
- Build and maintain the design system at both the design and code level.

Senior UX/UI Designer (Contract via Estarta) Aug 2022 - Oct 2023
Adres 1 yr 3 mos
Abu Dhabi, UAE - Remote · Real Estate

- Designed several digital real estate products with Product, Engineering, QA and Business teams.
- Ran user research and analyzed data to validate and inform design decisions.
- Produced wireframes, UI designs and high-fidelity prototypes.
- Enhanced and maintained the design systems.

Senior UX/UI Designer Aug 2021 - Aug 2022
Mawdoo3.com 1 yr 1 mo
Amman, Jordan - Hybrid · AI, FinTech, e-commerce

- Led design for the AI team on Salma, the first Arabic AI assistant.
- Designed for MakanE, an e-commerce product that helps businesses create their online stores.
- Designed for the Jordan Kuwait Bank (JKB) app.
- Ran user research and analyzed data to validate and inform design decisions.
- Worked closely with Product, Engineering, QA and Business teams.

Summary

Lead Product Designer with 10 years in design, 7 of them in UX/UI, currently leading design for Lumi's car rental management platform and short-term rental product. My mechanical engineering degree gave me a structured, analytical approach to problem-solving; my years in graphic design and branding added the visual craft. I combine the two to translate business needs into enjoyable experiences with polished UIs, and I use AI tools to prototype and validate ideas faster, building working React Native and Next.js prototypes from simple to production-level quality. As a design systems expert, I build and maintain systems at both the design and code level.

Education

B.Sc. Mechanical Engineering
Jordan University of Science and Technology
2011 - 2016

Skills

- Product Design
- User Research
- UX/UI Design
- Design Systems (Design & Code)
- Wireframing
- AI-Assisted Design
- AI Prototyping
- AI-Assisted Development (React Native, Next.js)
- Creative Design
- Branding

Experience

UX/UI Designer

Sep 2019 - Sep 2023

Aspire IT Services Partner

4 yrs 1 mo

Full-time & part-time · IT, FinTech, Education

- Designed IT, FinTech and Education products with Product, Engineering, QA and Business teams.
- Ran user research and analyzed data to validate and inform design decisions.
- Produced wireframes, UI designs and high-fidelity prototypes.

Graphic Designer

Sep 2019 - Oct 2020

Qatar Free Zones Authority

1 yr 2 mos

Doha, Qatar - On-site · Government

- Created digital and print designs, owned the brand guidelines and designed UI for selected digital interfaces.

Career Break

Jun 2018 - Sep 2019

Istanbul, Turkey

1 yr 4 mos

Launched a small business, took on freelance contracts and developed my photography skills.

Creative Designer

Jul 2017 - Jun 2018

Aspire IT Services Partner

1 yr

Amman, Jordan - On-site · IT, Education

- Created digital and print designs with the marketing team and designed UI for selected digital interfaces.

Graphic Designer

Apr 2016 - Jul 2017

Steps Communications

1 yr 4 mos

Amman, Jordan - On-site · Advertising

- Created digital and print designs and maintained brand guidelines for multiple clients.

Tools

AI & development

Claude, Claude Code, ChatGPT, Figma Make, Lovable, TRAE, React Native, Next.js

Design & collaboration

Figma, FigJam, Miro, Adobe Illustrator, Adobe Photoshop

Analytics & engagement

Amplitude, Mixpanel, Hotjar, MoEngage, CleverTap

Productivity

Google Workspace, Notion, Microsoft Office

Certificates

Google UX Design Specialization

Google via Coursera - 2022

Conducting Usability Testing

Interaction Design Foundation - 2021

Mobile User Experience (UX) Design

Interaction Design Foundation - 2021

User Research Methods and Best Practices

Interaction Design Foundation - 2020

Become a UX Designer from Scratch

Interaction Design Foundation - 2020