

Ahmed Hamdy Musallam

Senior Product Designer

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Profile Summary

Product Designer with experience building AI-powered tools, developer products, and B2B platforms across SaaS and fintech. At VOIS, I design AI tools for Vodafone Germany that enhance employee productivity and streamline internal workflows, while contributing to the AI design system. Previously at Luciq (formerly Instabug), I worked within the AI squads to design features that help developers debug, resolve, and improve app quality through automation and simplified workflows. Earlier at e& (Etisalat), I contributed to SuperPay, a large-scale fintech product, and internal tools.

Work Experience

Nov 2025 - Present

Senior Product Designer

Vodafone Intelligent Solutions (VOIS)

- Collaborating with Vodafone Germany to design AI-powered tools that enhance employee workflows and productivity.
- Contributing to the design system for AI solutions, ensuring scalability and consistency across products.
- Working with cross-functional teams, including designers, engineers, and product managers.

Aug 2024 - Oct 2025

Product Designer

Instabug

- Designed AI-driven features within the AI squads, simplifying technical workflows and improving developer experiences.
- Led the redesign of Session Replay, enhancing usability and driving adoption across enterprise customers.
- Collaborated with the design team to maintain and evolve Instabug's design system, ensuring scalability and consistency.

Apr 2023 - Jun 2024

Product Designer

e& Egypt

- Worked on SuperPay, a large-scale fintech product offering payment and financial services to millions of users.
- Improved internal enterprise platforms by simplifying complex workflows for operational teams.
- Conducted user research and competitive analysis to understand user needs, drive product decisions, and validate solutions.

Jul 2022 - Mar 2023

UX Researcher
e& Egypt

As a member of the End User Experience (EUX) team, which was responsible for assessing the user experience of digital products, my role included:

- Testing digital products' user experience and finding improvement opportunities
- Conducting research activities (competitive analysis, usability testing, and heuristics evaluation)

Apr 2019 - Jul 2021

Site Architect
2 Different Companies

Education

Oct 2021 - Jun 2022

9-Month Professional Diploma, Information Technology Institute (ITI)
Track: Web and User Interface Development

Sep 2013 - Jun 2018

BSc. of Engineering, Architecture Department, Tanta University
Accumulative Grade: Good
Graduation Project: International Media Center at The New Capital

Skills

Technical Skills:

- User Research
- Prototyping & Wireframing
- Adobe (Photoshop-Illustrator-Adobe XD) & Figma UI Design
- Front-end Knowledge (HTML-CSS-JavaScript)
- Frameworks & Libraries (React-Bootstrap)

Personal Skills:

- Communication & Teamwork
- Willingness to learn
- Flexibility

Languages

Arabic: Native

English: Very Good

German: Basic

Personal Information

Military Status: Exempted
