

Osama Eldrieny (Oo)

Senior Product Designer | Design Systems & Team Leadership | B2B SaaS

www.osamaeldrieny.com • hello@osamaeldrieny.com • +60 19 223 1094

LinkedIn: linkedin.com/in/osamaeldrieny

Location: Malaysia (Willing to relocate) | Visa: Open to sponsorship for Germany, Netherlands, Ireland | Nationality: Egyptian

Senior Product Designer with 10+ years of strategic design expertise in B2B SaaS and enterprise systems. Specialized in building and scaling design systems that enable teams to ship faster and maintain consistency. Proven leader of high-performing design teams, driving cross-functional collaboration to align design with product strategy and business goals. Strategic thinker skilled in integrating emerging technologies into UX processes. Actively relocating to Ireland, Germany, or Netherlands with visa sponsorship available.

Work Experience

Senior Product Designer – Nintex

Jun 2025 - Present · 8 months | Hybrid (Enterprise Workflow Solutions)

- Designed enterprise workflow automation interfaces for complex business processes using Figma, ensuring scalability and consistency through design system principles
- Created intuitive UX solutions for low-code/no-code workflow platforms

Collaborated with engineering and product teams to define design systems strategy and ensure seamless implementation across complex workflows

Design System Advocate – Tokens Studio

Oct 2025 - Nov 2025 · 2 mos | Remote

- Established thought leadership in design systems and design tokens through conference speaking, workshops, and community engagement
 - My work focuses on bridging product and community through education, workshops, and practical learning experiences — from tutorials and documentation to interactive challenges that make complex systems approachable and actionable.

UX Lead – FPT Software

Aug 2023 - Oct 2025 · 2 yrs 3 mos | Kuala Lumpur, Malaysia

- Leading UX direction for enterprise-scale systems at Petronas, improving workflow efficiency and digital adoption with AI-driven user research
- Conducted AI-enhanced usability testing and prototyping, reducing iteration time by 40% using advanced AI tools and Vipe coding

- Led and mentored 100+ designers, establishing best practices, driving cross-functional collaboration, and fostering a culture of design excellence

Facilitated cross-team design reviews, aligning outputs with business and technical goals through collaborative AI-assisted workflows

Design Tokens Toolbox — Owner

January 2026 - Present | Malaysia 2025

- Lead the development of tools focused on design systems and design tokens to solve real user problems and streamline workflows

Created three key tools: Variables to JSON Plugin, Theme Manager, and Design Tokens Generator

Enable teams to plan, generate, and export tokens efficiently

Ensure consistent, scalable, and themeable UI across products

Help users save hours on each release and focus on building better products

Oo Design Community — Founder & Design Mentor

September 2017 - Present | Greater Kuala Lumpur

Led one-on-one mentorship sessions for 50+ designers, providing personalized guidance and professional development in design systems, tokens, and UX strategy

Organized online workshops, webinars, and design competitions that engaged the community and helped designers develop new skills in design systems and tokens

Created and shared design resources, UI Kits, and mockup libraries across multiple design tools to help designers save time and maintain consistency

Built and open-sourced design tools and utilities (e.g., Design Tokens Toolbox) that help designers automate workflows and streamline design system implementation

Product Design Lead – WhipMobility

Jan 2022 – Aug 2023 | Kuala Lumpur, Malaysia

- Led the end-to-end UX for web/mobile platforms in the transportation sector, increasing retention by 25% through AI-informed design decisions
- Collaborated with PMs and engineering to define product strategy and roadmap using AI insights and Vipe coding for rapid prototyping
- Conducted iterative usability testing with AI analysis that accelerated product-market fit

Established a scalable multi-theme design system that reduced development effort by 50%

Product Owner – WhipMobility

Oct 2021 – Jan 2022 | Kuala Lumpur, Malaysia

- Prioritized product backlog and aligned sprint planning with business goals using AI-assisted prioritization
- Defined user stories and acceptance criteria, improving delivery accuracy

Facilitated cross-functional planning workshops during PI sessions

Senior Digital Designer – Ultradata

Sep 2018 – Oct 2021 | Kuala Lumpur, Malaysia

- Designed banking templates used by 100K+ users in the Australian market
- Developed responsive UIs using Figma and Adobe XD, cutting production cycles by 70%

Standardized design components across products, ensuring visual consistency and accessibility

Senior UI/UX Designer – MOBE

Oct 2016 – Aug 2018 | Kuala Lumpur, Malaysia

- Designed mobile-first learning platforms with high user retention and task success
- Translated wireframes into responsive designs and front-end specs

Created scalable design assets using Sketch and Adobe XD

Senior GUI/UX Designer – Nuitex

Aug 2015 – Sep 2016 | Remote (Saudi Projects)

- Designed multilingual interfaces for Saudi government digital services

Created personas, user journeys, and prototypes to drive stakeholder alignment

Senior GUI/UX Designer – NabdaCare

Jun 2014 – Jul 2015 | Cairo, Egypt

- Delivered mobile and tablet UX for diagnostic and patient care apps

Conducted research with medical professionals and translated needs into functional interfaces

UI/UX Designer – Starware Group

Sep 2012 – May 2014 | Cairo, Egypt

- Designed UX/UI for media and news platforms across the MENA region

Created wireframes and high-fidelity prototypes using Balsamiq and Axure

Senior Designer – Advertising (Freelance & In-House)

Jul 2010 – Sep 2012 | Cairo, Egypt

- Led creative direction for branding, motion design, and ad campaigns

Delivered end-to-end visual concepts from storyboard to production

Skills

Design Systems & Tokens:

Design Systems | Design Systems Strategy | Design Tokens | Theming & Multi-Theme Management | Multi-Brand Architecture | Theming Systems | System Documentation | Design Ops | Figma Plugin Development

AI & Innovation:

Generative AI | Prompt Engineering | AI-Powered Design Tools | Generative AI for Design Systems | Vipe Coding | Frontend Development Workflows

User Experience & Design:

Interaction Design | Experience Design | Information Architecture | Wireframing & Prototyping | Enterprise UX | Low-Code/No-Code Platform Design | Workflow & Process Design | UX Research & Testing | User Interface Design | Mobile Application Design | Web Accessibility (WCAG)

Enterprise & Product Design:

Workflow Automation | Process Mapping & Optimization | Enterprise Product Design | Workflow & Process Design | Solution-Oriented Design Thinking | Problem Solving

Collaboration & Leadership:

Cross-Functional Team Collaboration | Product Collaboration | Community Building | Feedback Loop Management | Cross-Team Collaboration | Content Creation | User Engagement | Team Leadership | Mentorship

Design & Development Tools:

Figma | Adobe XD | Framer | Sketch | Adobe Photoshop | Illustrator | Invision App | Balsamiq | Axure | Webflow | Penpot | Tokens Studio

Frontend Development:

HTML5 | CSS | SASS | CSS3 | JavaScript | Bootstrap | Front-End Development | Control Systems Design

Education

Faculty of Commerce, Tanta University

Bachelor's Degree, Accounting | 2004–2008 | Grade: Good

Certifications

Use Generative AI as Your Thought Partner – Coursera (Issued Jan 2025, Credential ID: TNREWRG4NUU1)

Design System 101 – Design System University (2024)

Certified SAFe® 5 Product Owner/Product Manager – Scaled Agile, Inc. (Issued Jan 2022)

BeMore Conference – ADPList.org (Issued Sep 2024)

Introduction to Web and eCommerce User Experience Design – Udemy (Issued Oct 2016)

- UX & Web Design Master Course: Strategy, Design, Development – Udemy (Issued Oct 2016)