ahmed hendawi

Available for work · Riyadh

SENIOR PRODUCT DESIGNER · ENTERPRISE · FINTECH · MOBILITY

Complex products, made clear.

Ahmed Hendawi · Selected work & professional portfolio · 2026

ABOUT ME

Hello, I'm Ahmed Hendawi.

Eleven years designing scalable digital products across Saudi Arabia and the MENA region. I translate complex requirements into intuitive, practical, shippable products, combining enterprise UX rigour, design-system thinking and AI-assisted workflows.

Riyadh / Remote · Arabic · English · Since 2014 · Cairo → Jeddah → Kuwait → Riyadh

Riyadh, Saudi Arabia

11+
Years designing

24+
Products shipped

12
Companies partnered

5
Countries delivered · SA · AE · BH · KW · EG

PROFESSIONAL JOURNEY

Where I have worked.

NOW · SINCE JUN 2025

Senior Product Designer

Tahakom · via Synechron · Riyadh

→ Lead enterprise smart-mobility and public-sector platforms: dashboards, map-based experiences and operational workflows.

→ Drove product design for Smart Parking, InSight and InForce across complex flows and data-heavy screens.

→ Built and evolved design-system foundations: components, design tokens, light and dark themes.

Apr 2024 → Apr 2025	Senior Product Designer · Kuwait International Bank	Kuwait City
Dec 2022 → Jan 2025	Senior Product Designer · Sweater	Riyadh
Jul 2023 → Oct 2023	Senior Product Designer · SURE Global Technology	Riyadh
Dec 2022 → Mar 2023	Senior Product Designer · Nearpay	Riyadh
Oct 2021 → Dec 2022	Art Director & UI/UX Designer · ShuttleKSA	Riyadh
Sep 2020 → Sep 2021	Senior Product Designer · Mashkor	Kuwait
Nov 2019 → Dec 2021	Art Director & UI/UX Designer · Academi for IT	Saudi Arabia
Nov 2017 → Sep 2020	UI/UX Designer · Ibtikarat	Jeddah
2014 → 2018	Senior UI/UX Designer · Rowaad & Freelance	Cairo

Dates as listed in my resume. Tahakom is a client engagement through Synechron, shown as one role. Several roles overlapped, so 11+ years counts from 2014, not the sum of roles.

EXPERTISE

What I do.

Figma · Adobe CC · Webflow · Prototyping & motion · Design tokens · AI-assisted workflows

01

Product design

End to end, from discovery to ship: framing the problem, shaping flows and delivering production-ready UI with engineers.

02

Enterprise UX

Data-heavy platforms and operational workflows: control rooms, back-offices and dashboards that stay calm under load.

03

Design systems

Tokens, components and theming, light and dark, that keep many products and teams consistent.

04

Mobile apps

iOS and Android journeys for booking, payments, logistics and reading, designed for one-handed, real-world use.

05

Web design

Bilingual websites and web apps for brands, events and services: clear structure, strong storytelling, responsive by default.

06

Research & IA

Interviews, usability testing and information architecture that turn complexity into clarity before a pixel is drawn.

INDUSTRIES & PRODUCT TYPES

Where my work lives.

Smart mobility & public sector

Tahakom: Smart Parking, InSight, InForce

Banking & fintech

KIB Banking, KIB Cards, KIB Invest, Nearpay, Rentpay

Logistics & services

Shttle, Flexbox, Dooreach, SURE, Mashkor

Automotive, property & water

Sweater, Ayen, Hajar Water, Rodeena

Commerce & gifting

Flowerit, Flowerit Web, Joilève

Media, learning & talent

Akhbaree, Fiction, The Sovereign's Way, Mawhoobeen

Events & exhibitions

Saudi Sport Show, Micro Shbab, Mount, MustBee, Softimage

Institutions & consulting

Saudi Space Agency, HHSK, ASP

iOS & Android apps · Responsive websites · Dashboards & portals · Kiosk · Design systems · Arabic-first RTL

HOW I WORK

An adaptable process.

Each project starts where its evidence is: sometimes user research, sometimes a review of a live product. These are the steps I return to, not a fixed recipe.

01

Frame

Understand the problem, the users and the constraints with product, business and engineering.

02

Structure

Map flows and information architecture before visual design.

03

Design

High-fidelity UI built on components, tokens and light and dark themes.

04

Prototype & test

Interactive prototypes and usability checks to settle decisions early.

05

Support delivery

Work alongside engineers through implementation and QA.

Grounded in my roles at Tahakom (via Synechron), Kuwait International Bank and Sweater.

COLLABORATION & CONTRIBUTION

Who I work with.

Product managers

I turn requirements into scoped flows and align decisions with user needs, technical constraints and business goals.

Synechron · enterprise client solutions

Engineers

I support implementation with components and design tokens, so what ships matches what was designed.

Tahakom · Smart Parking, InSight, InForce

Business stakeholders

I translate complex requirements into clear customer journeys together with business and engineering partners.

Kuwait International Bank · digital banking

Other designers

I build and evolve shared foundations, components, tokens and light and dark themes, that a team can design with.

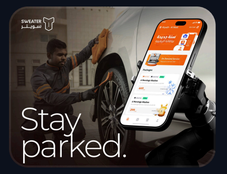
Tahakom · design-system foundations

Team projects are team work. The case studies credit my design contribution; engineering, content and research were shared.

WORK OVERVIEW

29 projects, five chapters.

Select a project to jump to it. Every project slide links back here.



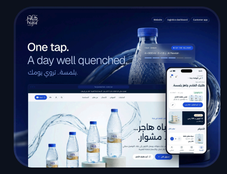
01 Sweater

02 Nearpay

03 Flexbox

04 Saudi Sport Show

05 Akhbaree



06 Hajar Water

07 KIB Banking

08 KIB Cards

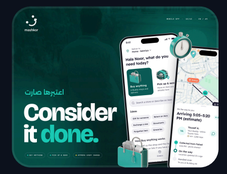
09 KIB Invest

10 Rentpay

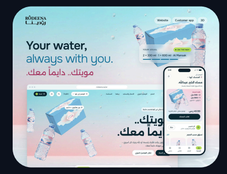
11 SURE

12 Shttle

13 Dooreach

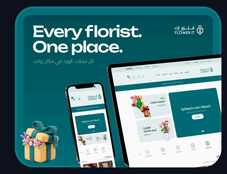


14 Mashkor



15 Rodeena

16 Flowerit



17 Flowerit Web

18 Joilève

19 Fiction

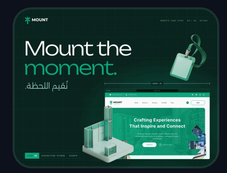
20 The Sovereign's Way

21 Mawhoobeen

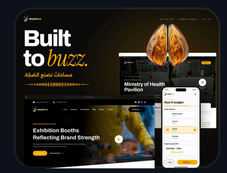
22 Saudi Space Agency

23 Micro Shbab

24 HHSK



25 Mount



26 MustBee

27 Softimage

28 ASP

29 Ayen

01 Selected work

02 Fintech & banking

03 Logistics & services

04 Commerce, learning & content

05 Events, institutions & brands

CHAPTER 01 · 6 PROJECTS

01

Selected work

Six case studies that show the range: mobile, web, platforms and bilingual systems.

01 Sweater

02 Nearpay

03 Flexbox

04 Saudi Sport Show

05 Akhbaree

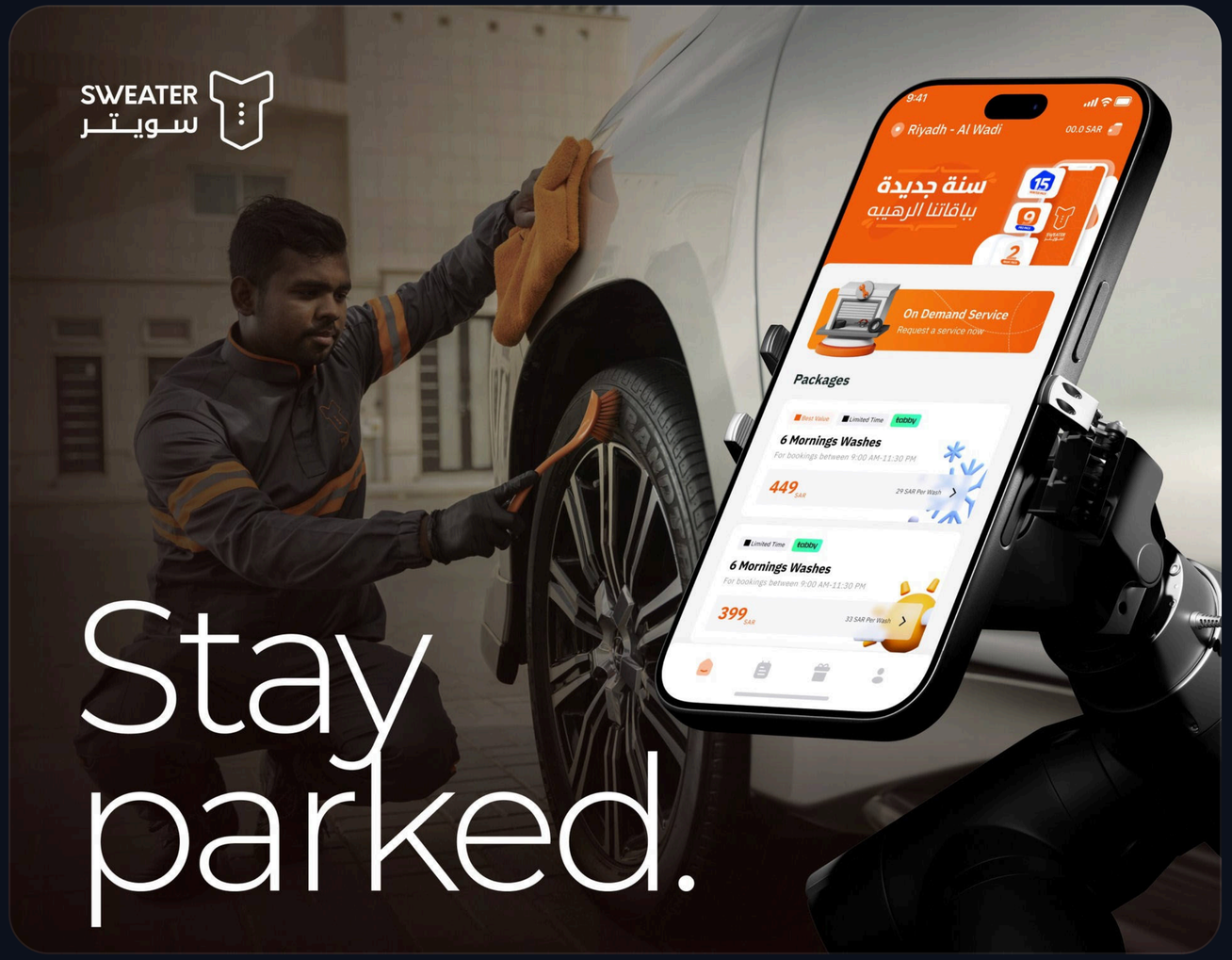
06 Hajar Water

01 · SELECTED WORK · 01 / 29

Sweater

Stay parked.

Car care that comes to wherever the car is parked: booking, arrival and follow-through in the customer app.



Scope · Customer app · brand applications are proposals

PRODUCT	PLATFORM
On-demand car-care app	iOS · Android

SECTOR	MY ROLE
Automotive services	Senior Product Designer

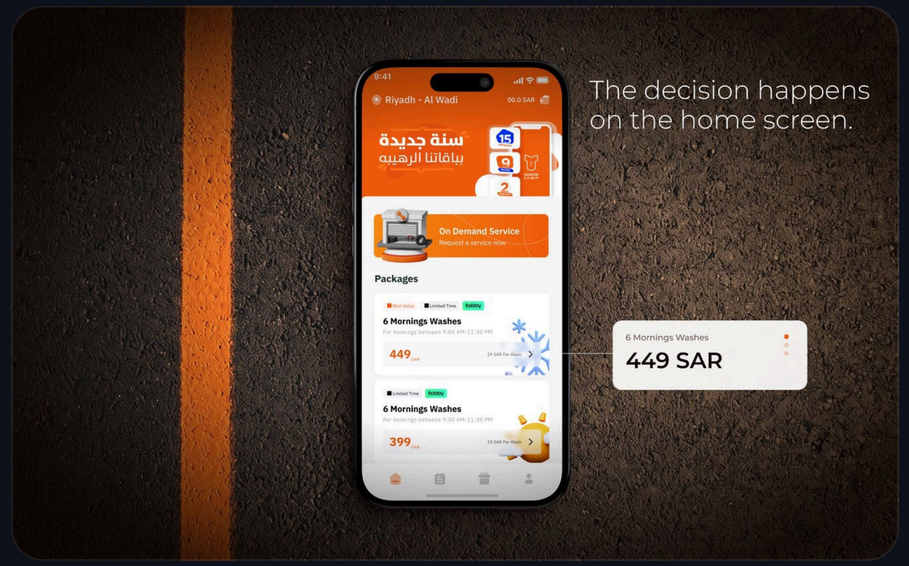
SWEATER · 2 / 3 · CHALLENGE & APPROACH

The challenge.

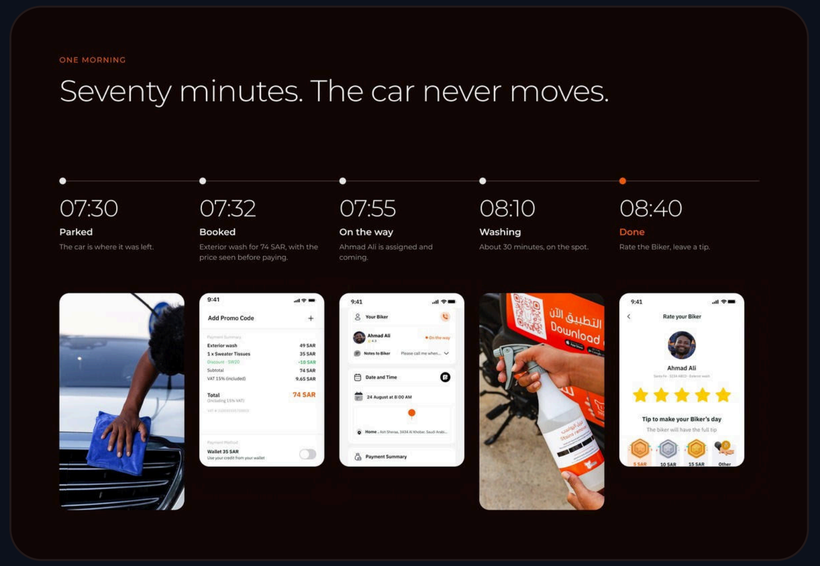
Car care has to reach the car where it is parked, and the customer has to trust a booking they cannot watch happen.

MY APPROACH

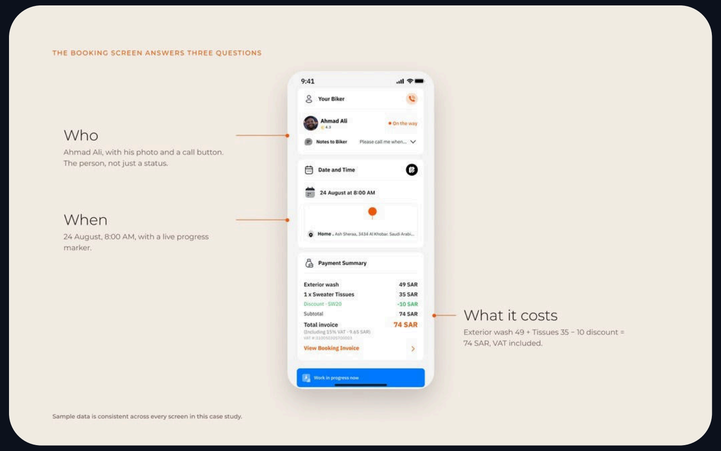
I led the UX/UI redesign of the customer app around service discovery, booking, scheduling and follow-through, in English and Arabic.



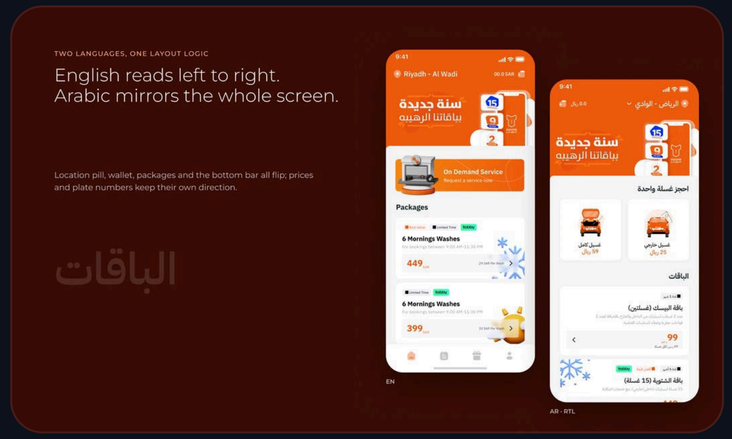
Book · on the bay line



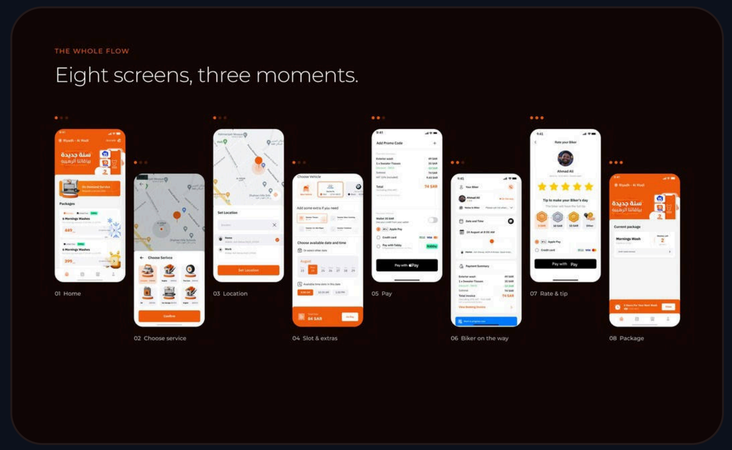
One morning



Arrive · the screen



Two languages



The whole flow

SWEATER · 3 / 3 · SOLUTION

The solution.

One booking, followed from the first tap to a clean car, with arrival and payment visible at every step.

Explore the full project →

View the complete case study on my website.

ahmedhendawi.com · Sweater

01 · SELECTED WORK · 02 / 29

Nearpay

A tap away.

A review of the shipped homepage and a "distance to payment" direction: developer docs, an Arabic-first homepage, a Merchant Hub and mobile screens.

Scope · Unofficial concept work · sample data

PRODUCT	PLATFORM
SoftPOS & payment infrastructure	Web · Dashboard · Mobile
SECTOR	**DESIGNED BY**
Fintech	Ahmed Hendawi

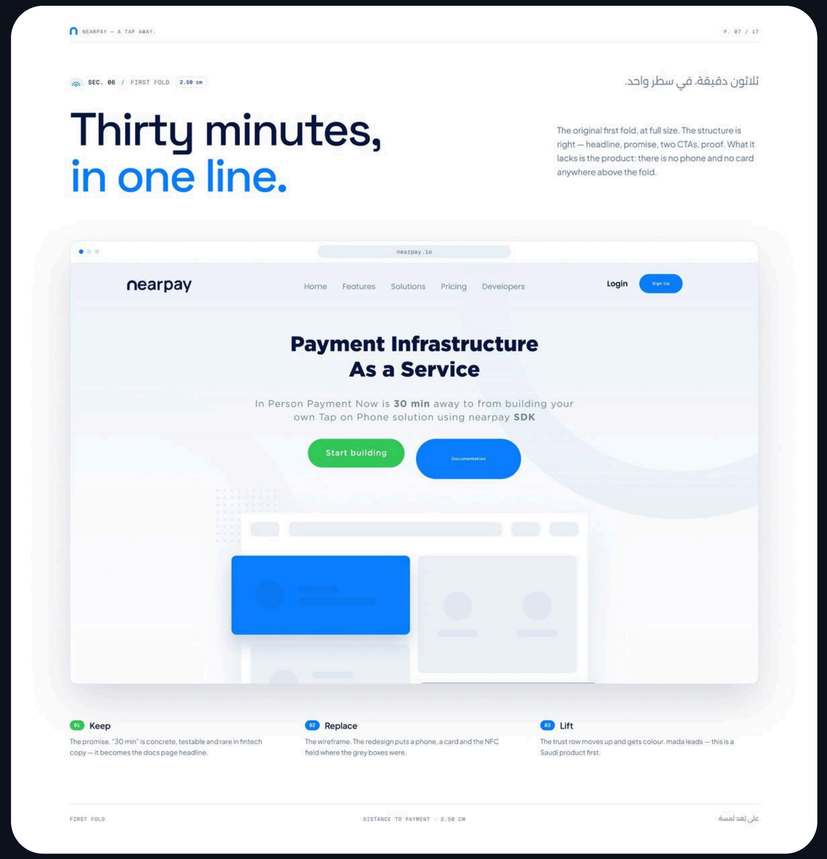
NEARPAY · 2 / 3 · CHALLENGE & APPROACH

The challenge.

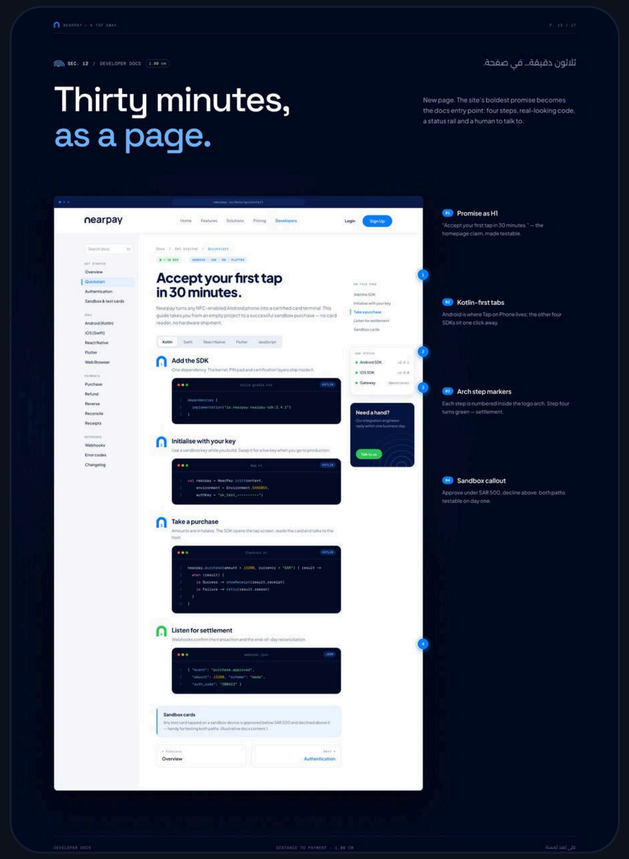
The shipped homepage explained SoftPOS in words. Merchants and developers needed to see how short the distance to a first payment is.

MY APPROACH

I reviewed the live homepage and proposed a "distance to payment" direction across developer docs, an Arabic-first homepage and a Merchant Hub.



First fold



Developer docs

NEARPAY · 3 / 3 · SOLUTION

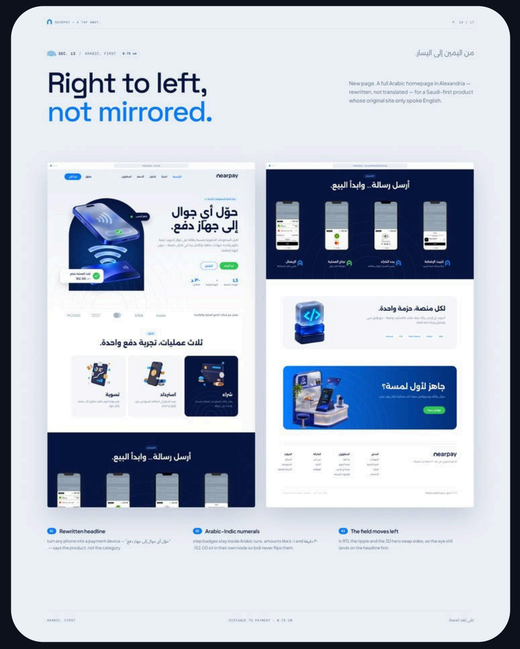
The solution.

Six proposed pages in one system: docs, homepage, Merchant Hub and three mobile screens where the phone is the terminal.

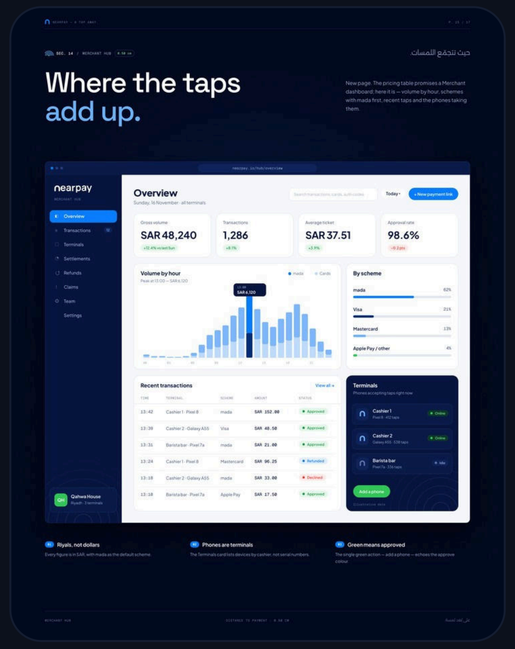
Additional project details available on request.

Happy to walk you through the full case study.

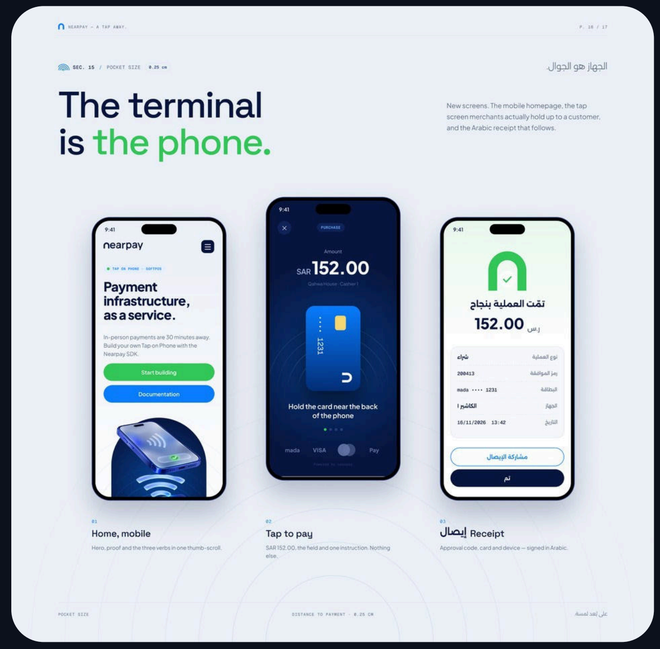
Get in touch →



Arabic, first



Merchant Hub



Pocket size

01 · SELECTED WORK · 03 / 29

Flexbox

Your code. Your door.

One six-digit code connects a website, customer app, locker kiosk and operations dashboard.

Scope · Concept redesign · sample data

PRODUCT	PLATFORM
Smart-locker ecosystem	Web · App · Kiosk · Dashboard

SECTOR	MY ROLE
Logistics	Senior Product Designer

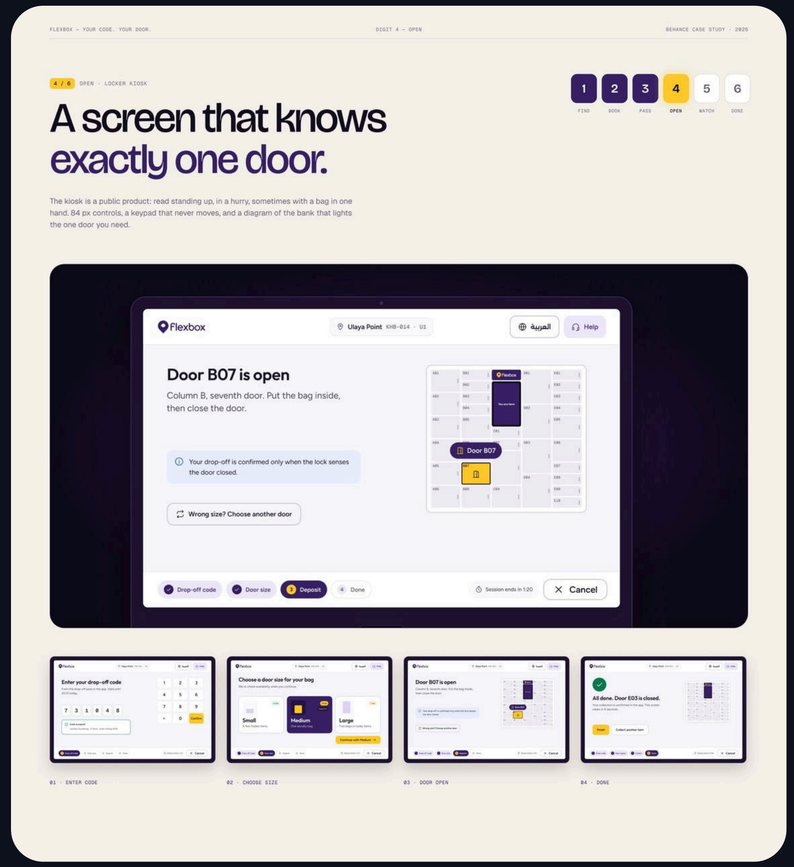
FLEXBOX · 2 / 3 · CHALLENGE & APPROACH

The challenge.

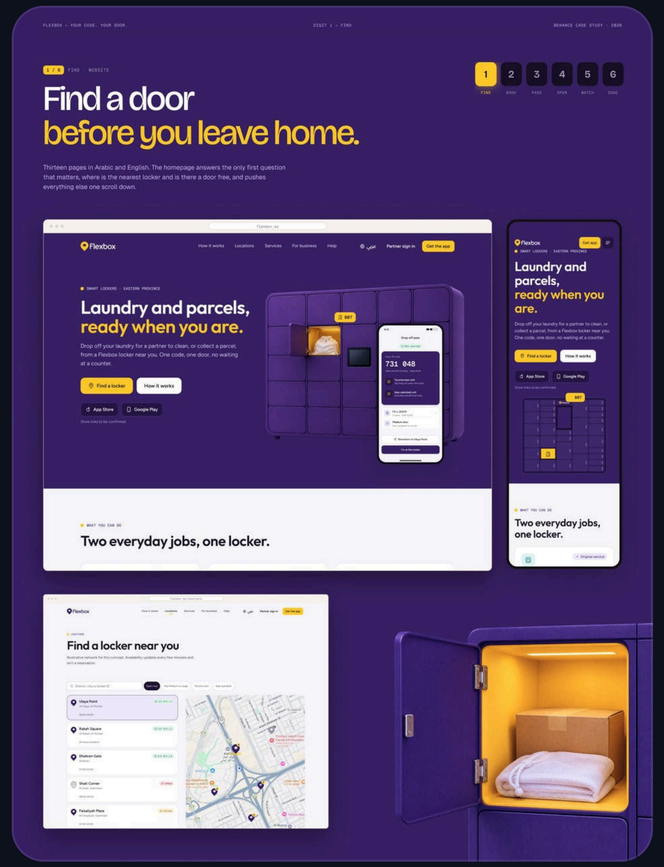
A locker network spans a website, a customer app, a kiosk and an operations dashboard, and each surface spoke differently.

MY APPROACH

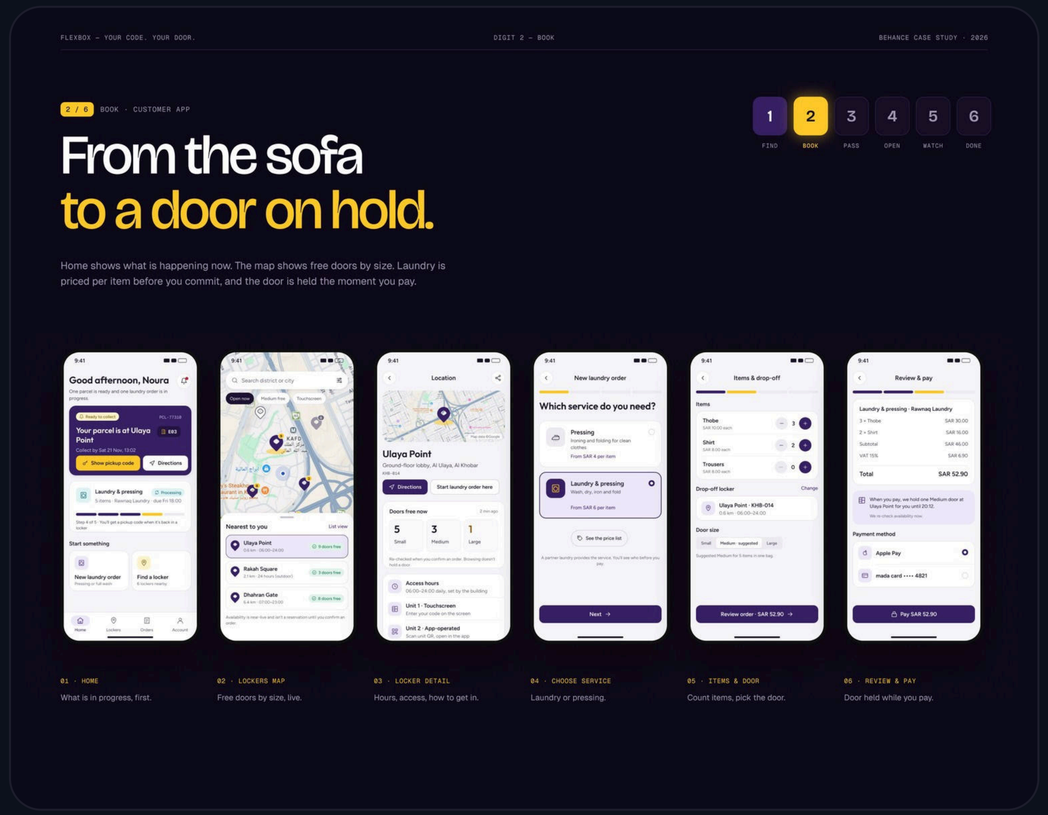
I tied every surface to one six-digit code, so the customer, the kiosk and operations follow the same object.



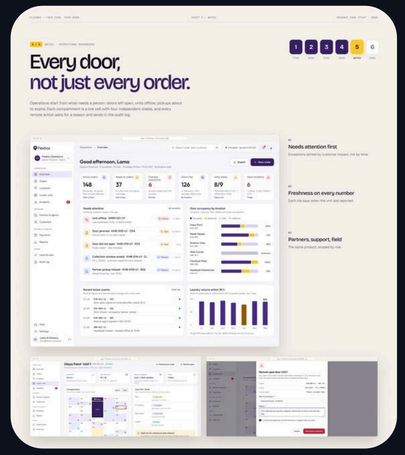
Open · Kiosk



Find · Website



Book · App



Watch · Dashboard

Arabic first

FLEXBOX · 3 / 3 · SOLUTION

The solution.

Find, book, open and watch: one code carried from the website to the kiosk and into the dashboard, Arabic first.

Explore the full project →

View the complete case study on my website.

ahmedhendawi.com · Flexbox

01 · SELECTED WORK · 04 / 29

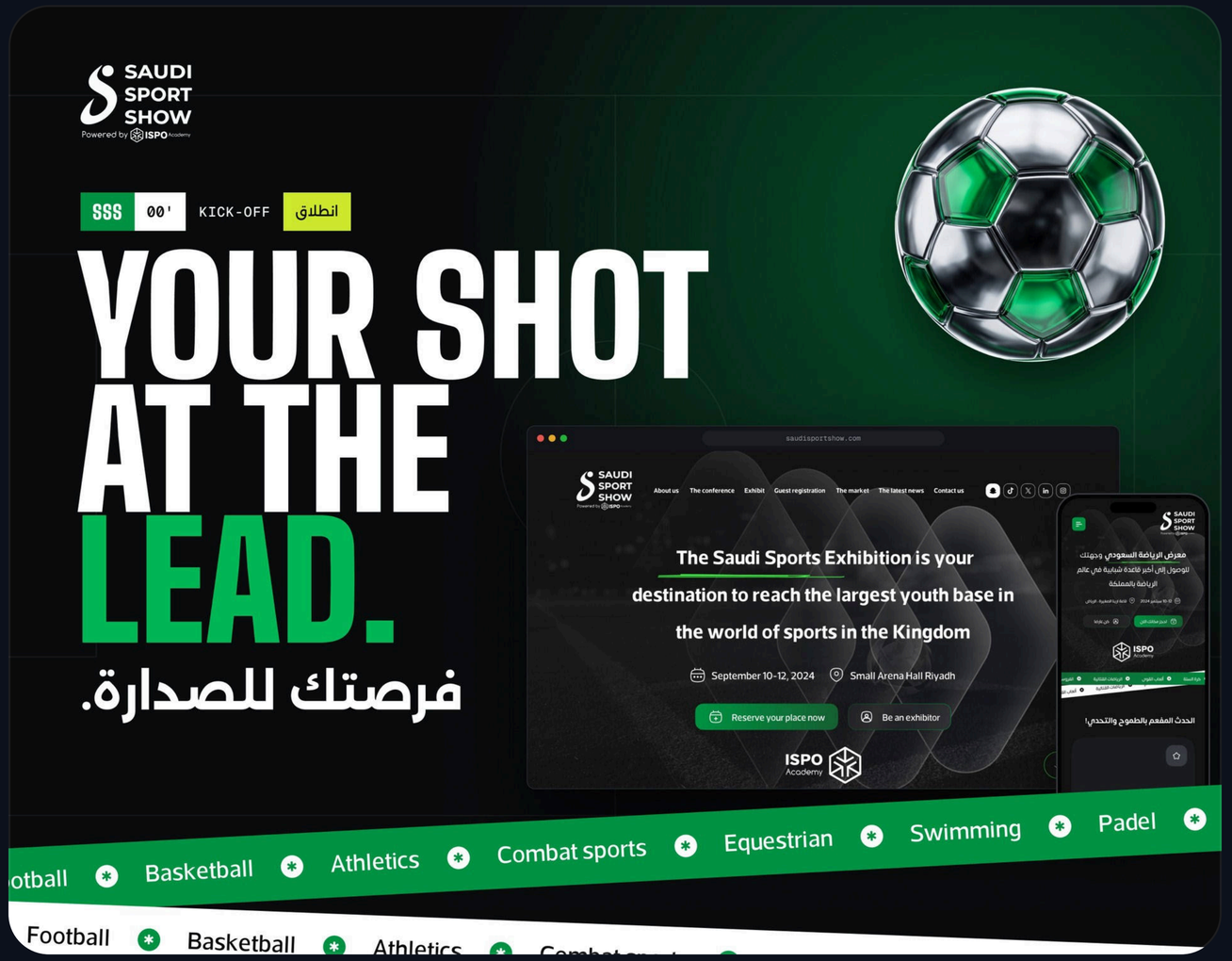
Saudi Sport Show

Your shot at the lead.

A bilingual event website with two clear routes: guest registration for fans and exhibiting for brands. Designed for the 2024 edition.

Scope · 10–12 September 2024 edition · sample programme

PRODUCT	PLATFORM
Bilingual event website	Web · Responsive
SECTOR	**MY ROLE**
Events	Senior Product Designer



SAUDI SPORT SHOW · 2 / 3 · CHALLENGE & APPROACH

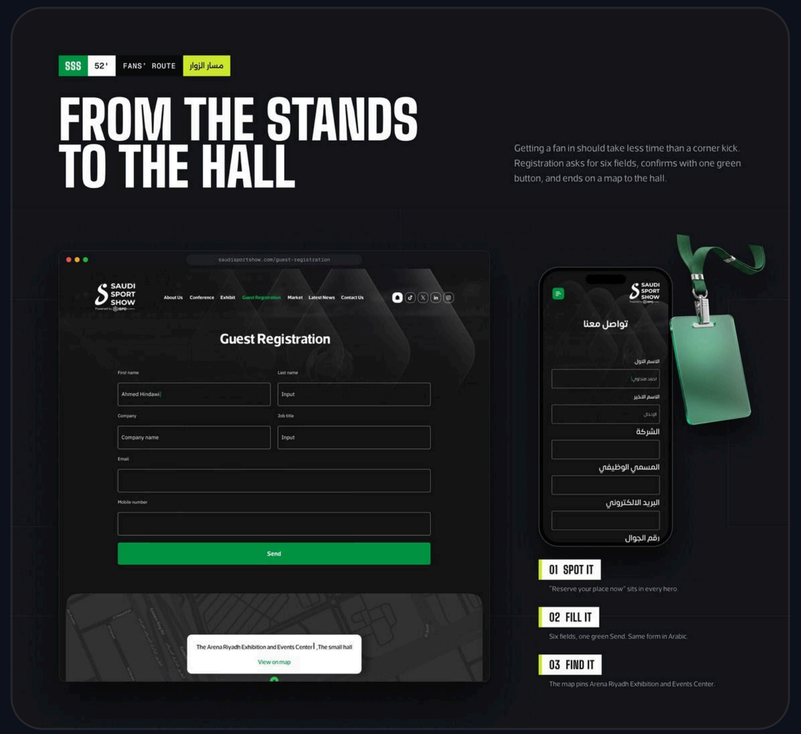
The challenge.

Fans and exhibiting brands arrive at the same event site with very different goals.

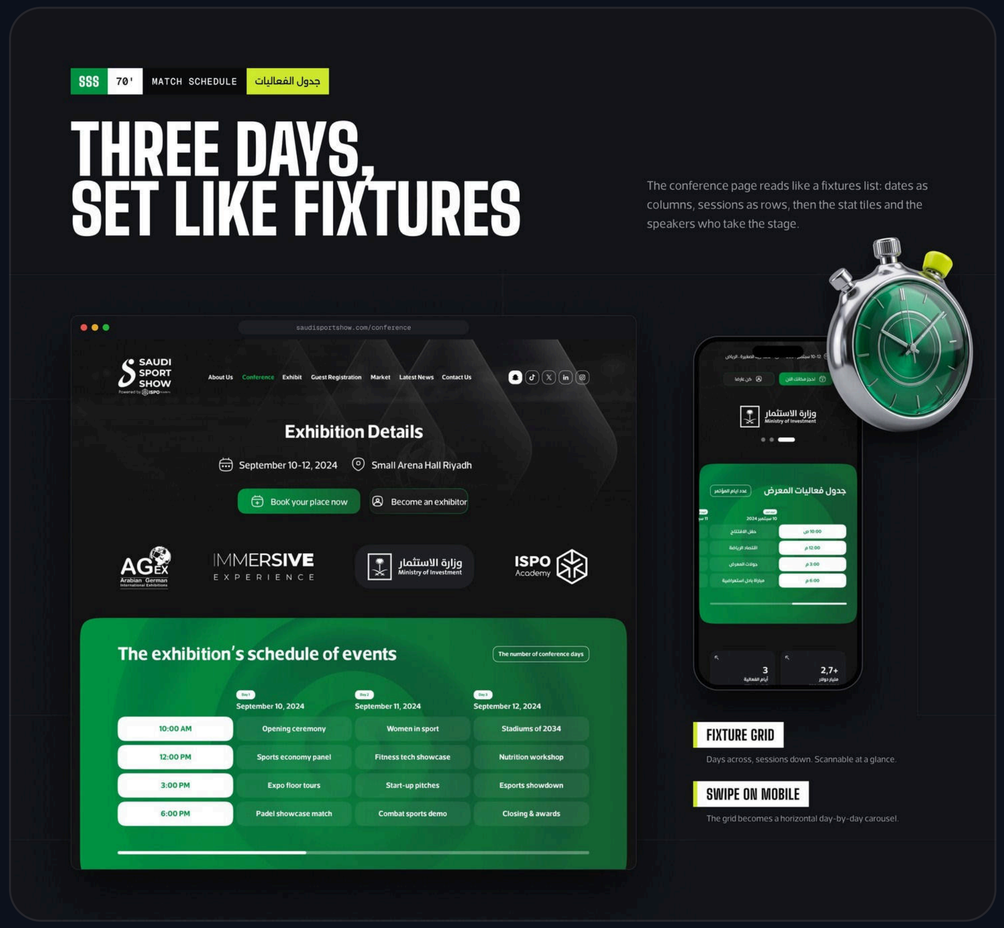
MY APPROACH

I split the site into two clear routes, guest registration and exhibiting, and designed both in Arabic and English for desktop and mobile.

First half · Home page



Fans' route · Guest registration



Match schedule · Event details

Home & away · Arabic + English

The squad · Mobile

SAUDI SPORT SHOW · 3 / 3 · SOLUTION

The solution.

A bilingual event website for the 10–12 September 2024 edition: registration, schedule and event details, mirrored for RTL.

Explore the full project →

View the complete case study on my website.

ahmedhendawi.com · Saudi Sport Show

01 · SELECTED WORK · 05 / 29

Akhbaree

Swipe up.

News from the papers you trust, one story at a time, with personalisation, saved stories, Arabic and dark mode.

Scope · English & Arabic · sample stories, no live feed

PRODUCT	PLATFORM
News-reading app	iOS
SECTOR	**MY ROLE**
Media	Senior Product Designer

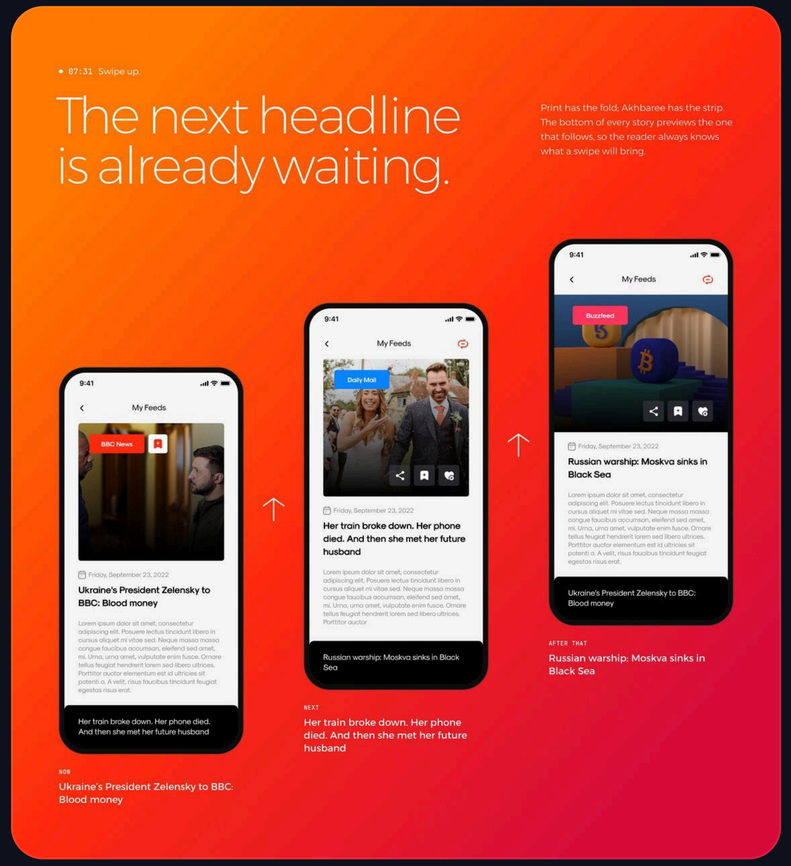
AKHBAREE · 2 / 3 · CHALLENGE & APPROACH

The challenge.

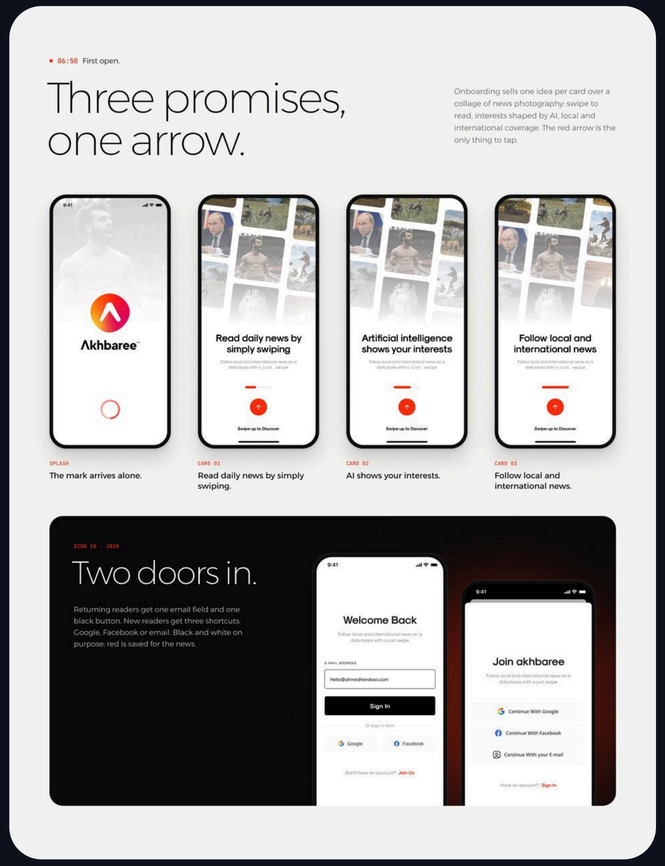
News apps bury the reader in feeds. Readers wanted the papers they trust, one story at a time.

MY APPROACH

I designed a swipe-up reader with personalisation and saved stories, with Arabic and dark mode designed from the start.



Swipe up



First open

AKHBAREE · 3 / 3 · SOLUTION

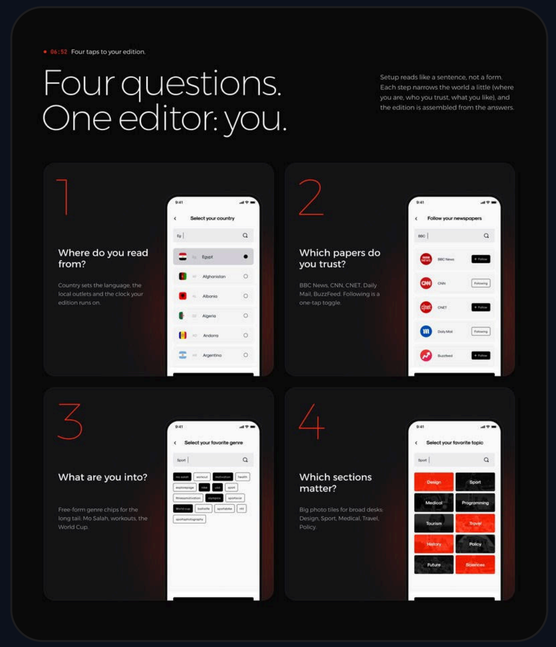
The solution.

A calm reading loop: first open, four taps to a personal feed, full Arabic and a night theme.

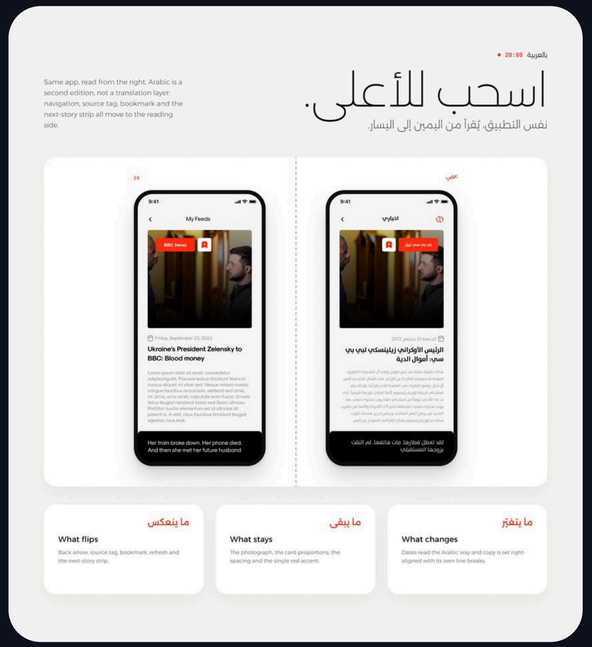
Explore the full project →

View the complete case study on my website.

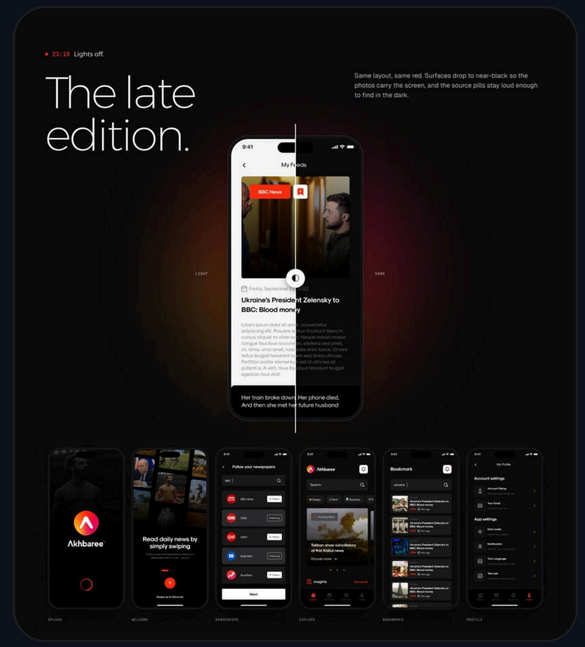
ahmedhendawi.com · Akhbaree



Four taps



بالعربية



Lights off

01 · SELECTED WORK · 06 / 29

Hajar Water

One status, everywhere.

A website-led redesign for a Jeddah water brand in which one order reads the same status on the web store, the customer app and the operations dashboard.

Scope · Website-led redesign · sample orders

PRODUCT	PLATFORM
Water delivery: store, app & ops	Web · App · Dashboard
SECTOR	**MY ROLE**
Retail & delivery	Senior Product Designer

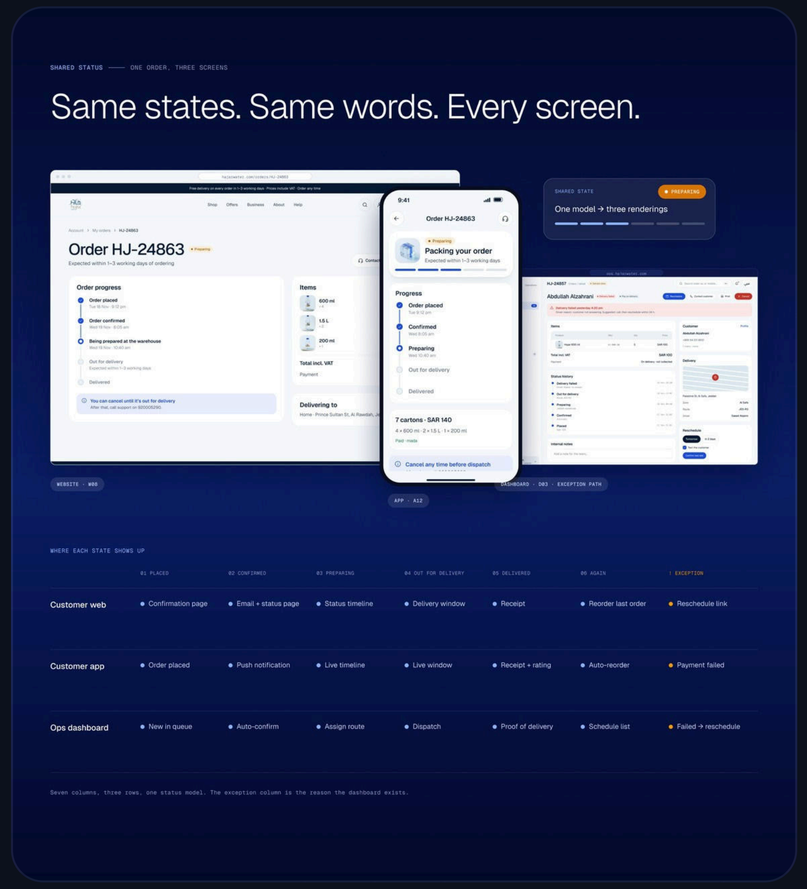
HAJAR WATER · 2 / 3 · CHALLENGE & APPROACH

The challenge.

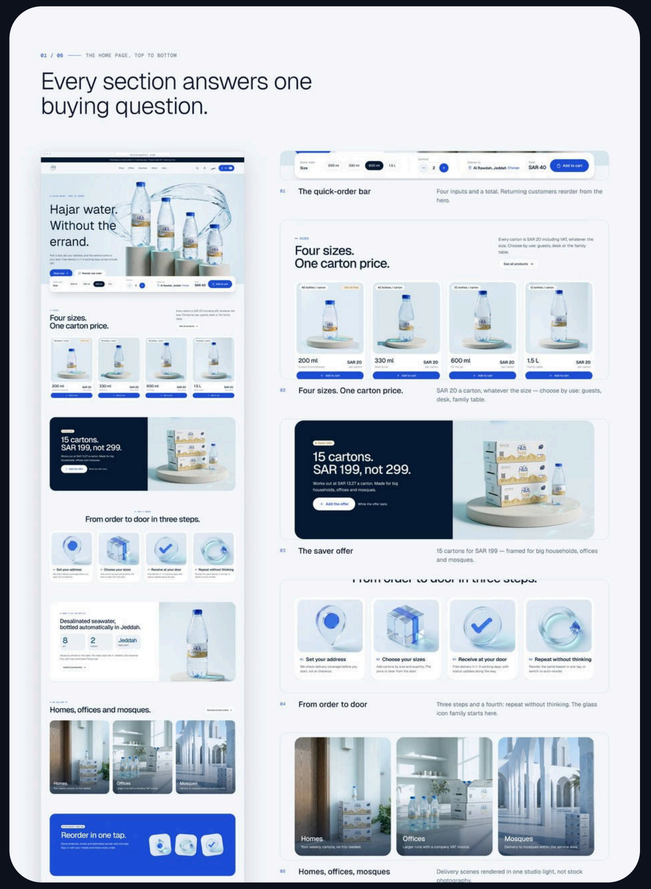
A water order is seen by the customer, the store and the delivery team, and each surface named its status differently.

MY APPROACH

I led with the website and gave one order the same states and words on the web store, the customer app and the operations dashboard.



One order, three screens



Website · The scroll

HAJAR WATER · 3 / 3 · SOLUTION

The solution.

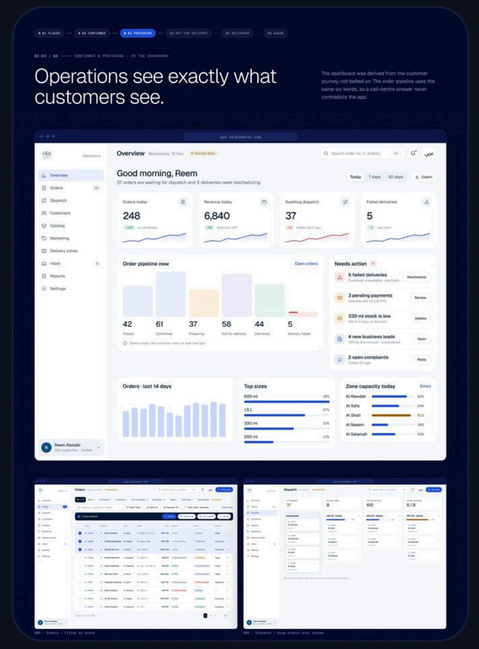
One status everywhere: placed, out for delivery, delivered or an exception, in Arabic and English.

Explore the full project →

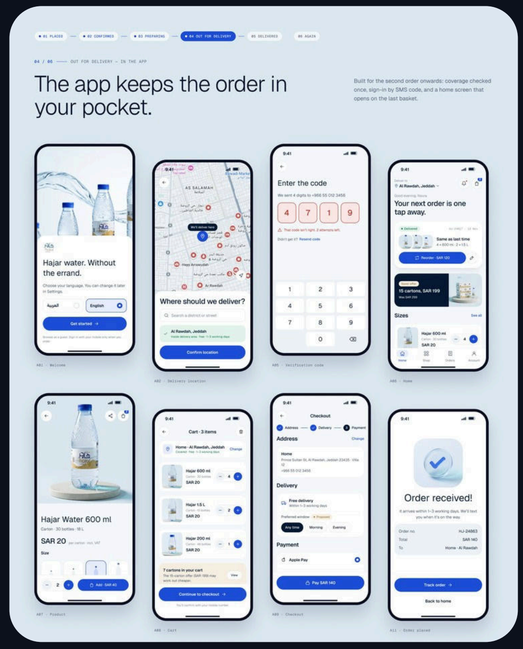
View the complete case study on my website.

ahmedhendawi.com · Hajar Water

Arabic first



Dashboard



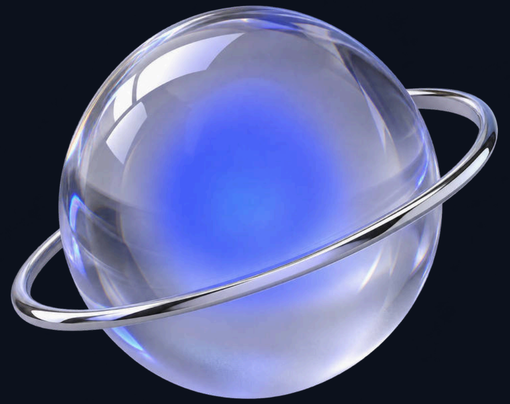
Customer app

CHAPTER 02 · 4 PROJECTS

02

Fintech & banking

Money journeys made calm: Islamic banking, card controls, investment and rent.



07 KIB Banking

08 KIB Cards

09 KIB Invest

10 Rentpay

02 · FINTECH & BANKING · 07 / 29

KIB Banking

Your bank, everywhere.

Kuwait International Bank's app built around five everyday journeys: access, overview, Islamic finance, transfer and saving, in English and Arabic.

Scope · Mobile banking case study · sample data

PRODUCT	PLATFORM
Mobile banking app	iOS
SECTOR	**DESIGNED BY**
Islamic banking	Ahmed Hendawi

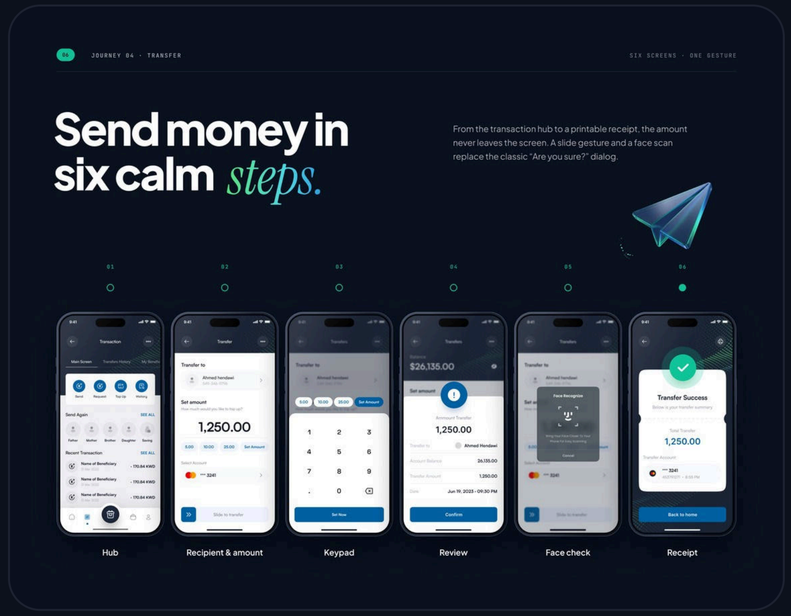
KIB BANKING · 2 / 3 · CHALLENGE & APPROACH

The challenge.

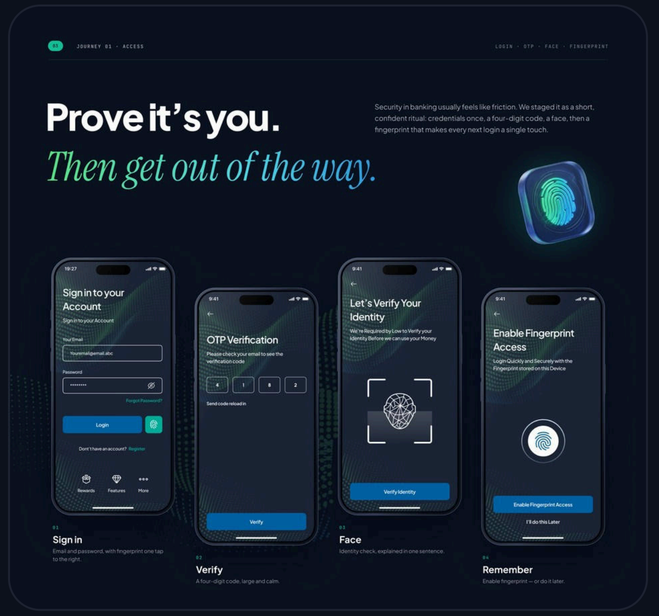
Everyday banking in Kuwait has to feel calm and certain, in two languages, inside the rules of Islamic finance.

MY APPROACH

The app is organised around five everyday journeys: access, overview, Islamic finance, transfer and saving.



Transfer · six calm steps



Access · prove it's you

KIB BANKING · 3 / 3 · SOLUTION

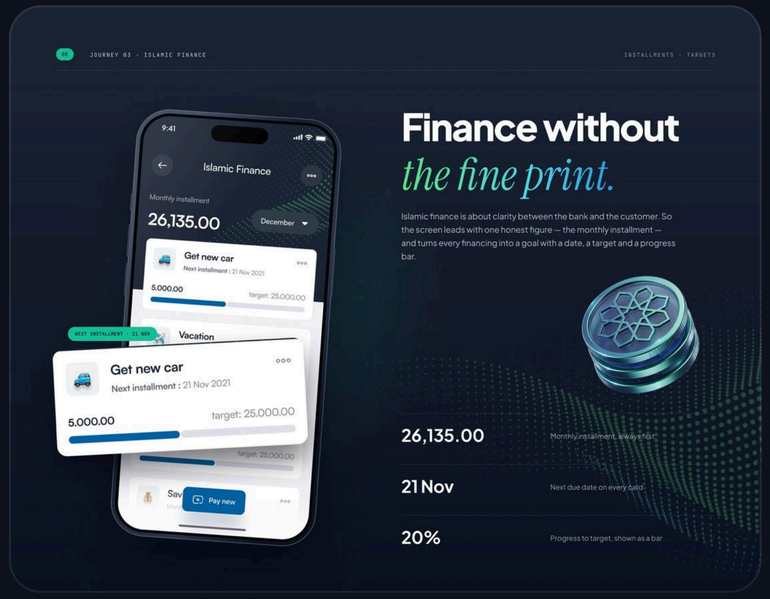
The solution.

A transfer in six calm steps to a printable receipt, plus saving plans and full Arabic right to left.

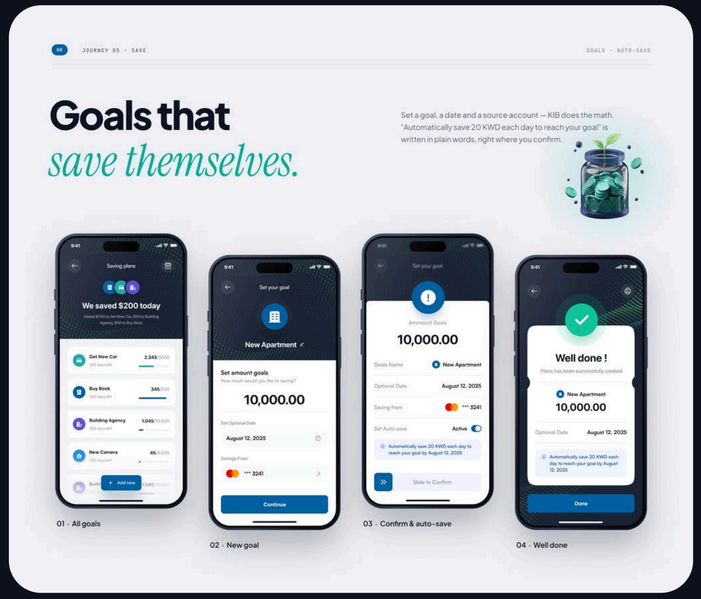
Additional project details available on request.

Happy to walk you through the full case study.

Get in touch →



Islamic finance



Saving plans

Arabic · right to left

02 · FINTECH & BANKING · 08 / 29

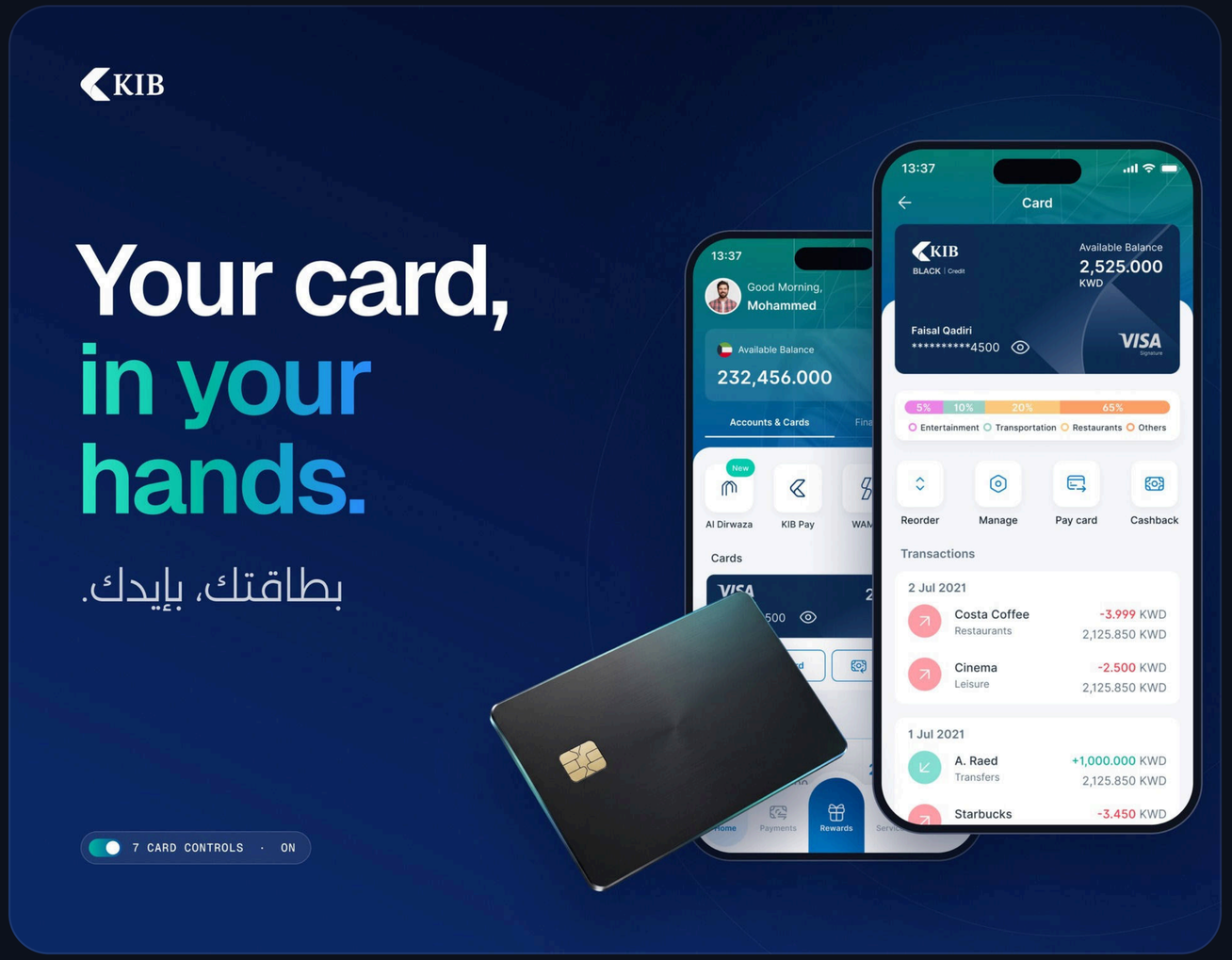
KIB Cards

Your card, in your hands.

The card side of Kuwait International Bank's retail app: seven everyday controls, all reached from the card screen.

Scope · Card side of the retail app · masked sample data

PRODUCT	PLATFORM
Card controls in a retail banking app	iOS · Android
SECTOR	**DESIGNED BY**
Banking	Ahmed Hendawi



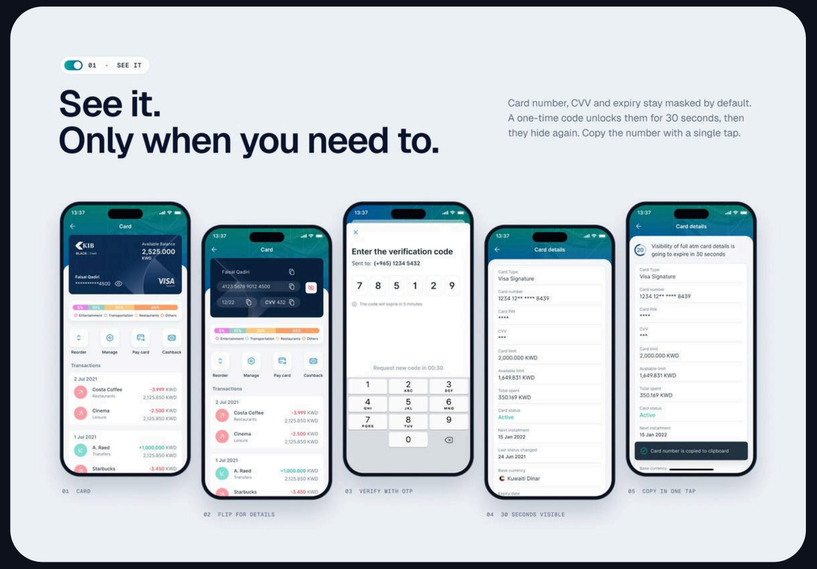
KIB CARDS · 2 / 3 · CHALLENGE & APPROACH

The challenge.

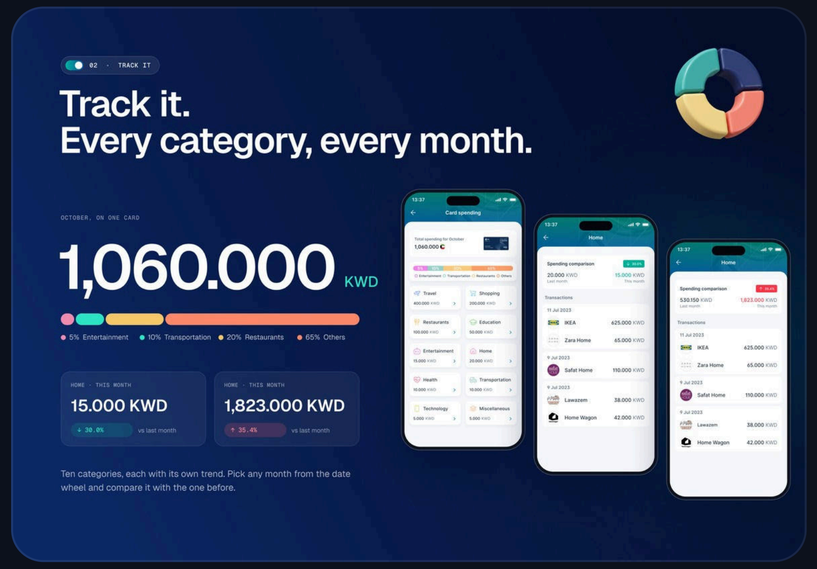
Card controls were scattered across the retail app, so simple tasks took searching.

MY APPROACH

Seven everyday controls now start from the card screen and follow one pattern: open the card, pick a control, confirm.



See it · 30 seconds

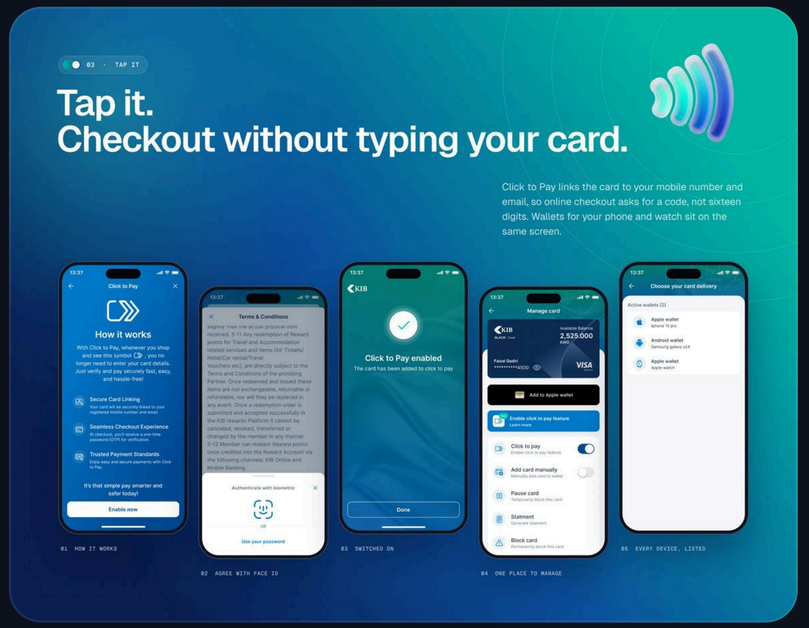


Track it

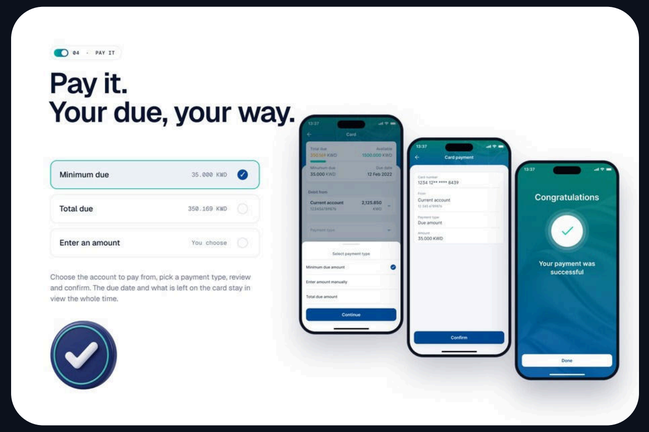
KIB CARDS · 3 / 3 · SOLUTION

The solution.

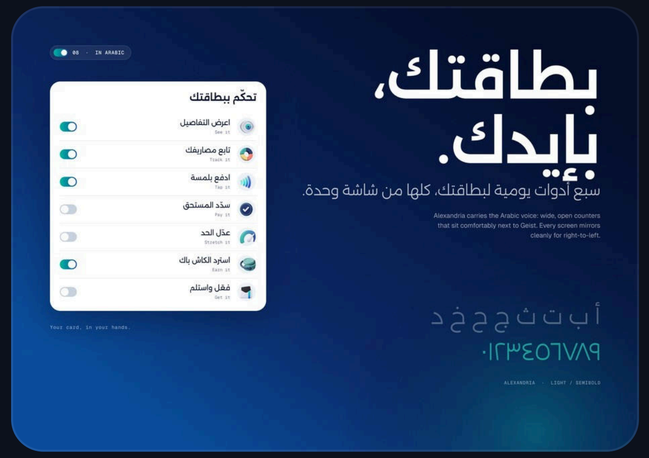
See, track, tap, pay, stretch, earn and get, with masked sample data and a full Arabic edition.



Tap it · Click to Pay



Pay it



Arabic · right to left

Additional project details available on request.

Happy to walk you through the full case study.

Get in touch →

02 · FINTECH & BANKING · 09 / 29

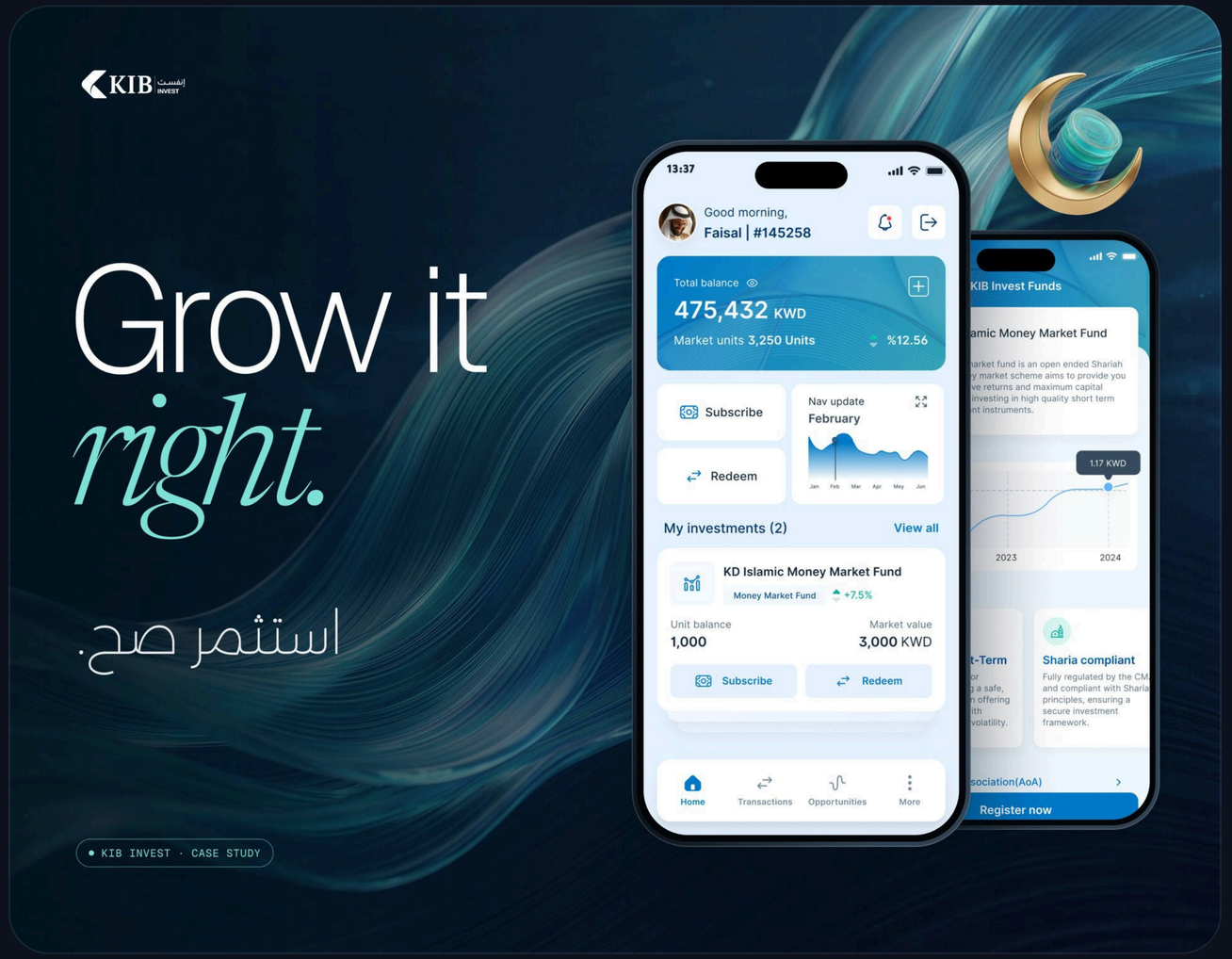
KIB Invest

Grow it right.

A money market fund told as one calm line: look, join, commit and grow, in English and Arabic, light and dark.

Scope · Investment app case study · sample figures, not advice

PRODUCT	PLATFORM
Shariah-compliant investment app	iOS · Android
SECTOR	**DESIGNED BY**
Islamic investment	Ahmed Hendawi



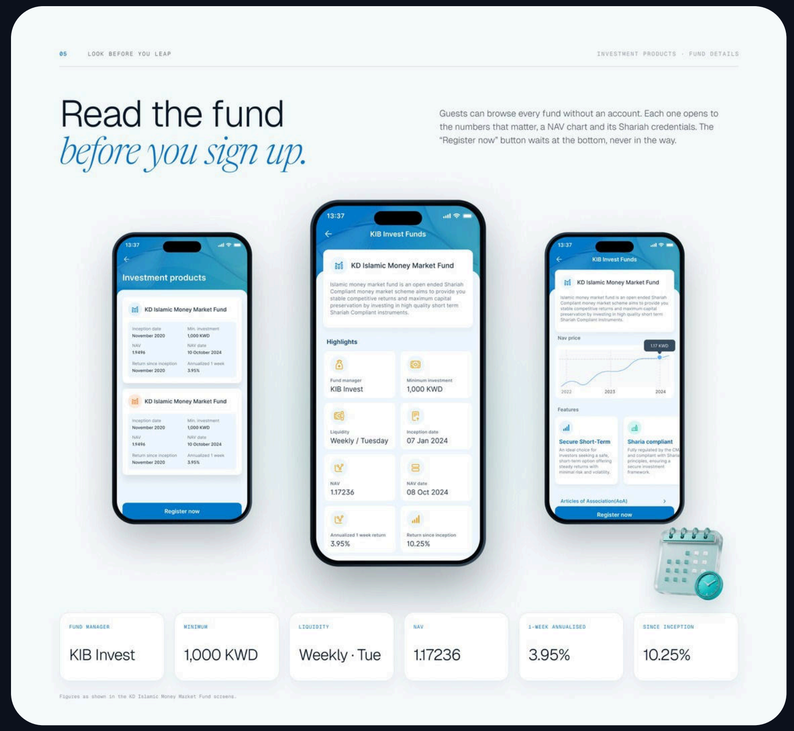
KIB INVEST · 2 / 3 · CHALLENGE & APPROACH

The challenge.

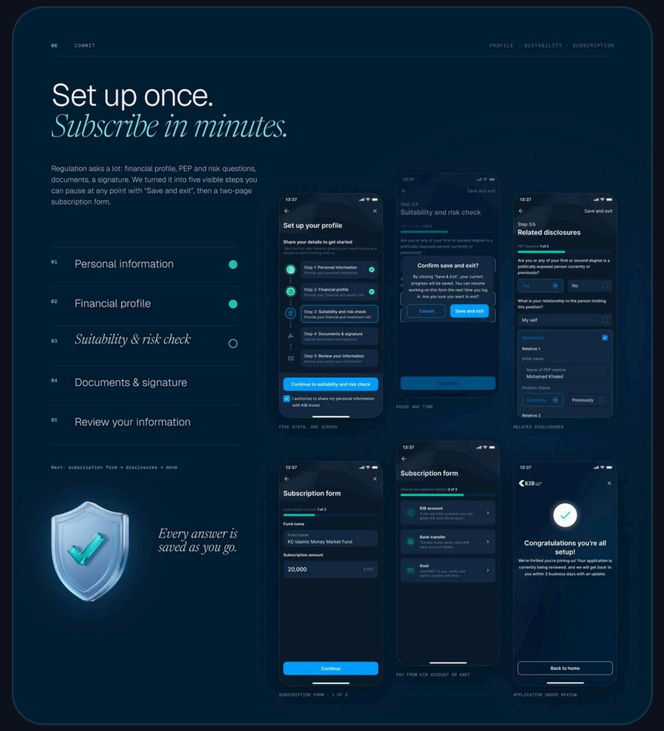
A first investment feels risky. A Shariah-compliant money market fund had to read as clearly as a savings account.

MY APPROACH

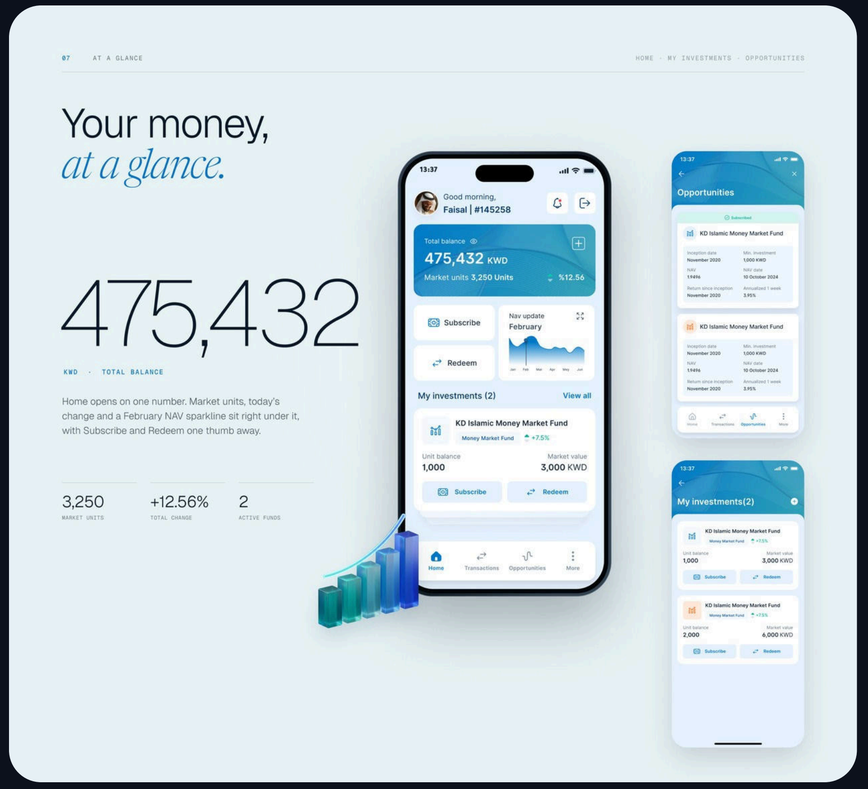
I told the fund as one calm line in four moments: look, join, commit and grow, in English and Arabic, light and dark.



Explore · read the fund

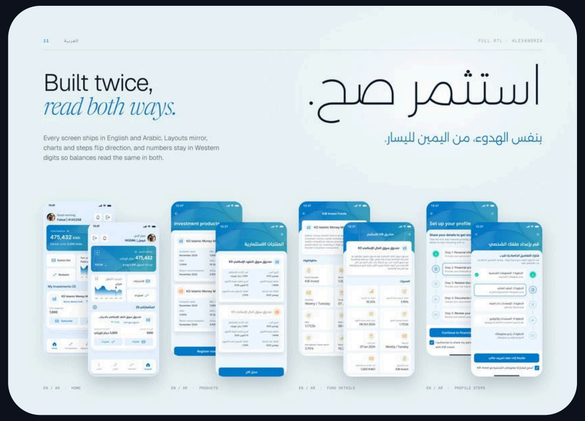


Commit · subscribe



Portfolio · at a glance

Lights off



Arabic · both ways

KIB INVEST · 3 / 3 · SOLUTION

The solution.

Read the fund, subscribe and follow the portfolio at a glance. Figures are sample data, not advice.

Additional project details available on request.

Happy to walk you through the full case study.

Get in touch →

02 · FINTECH & BANKING · 10 / 29

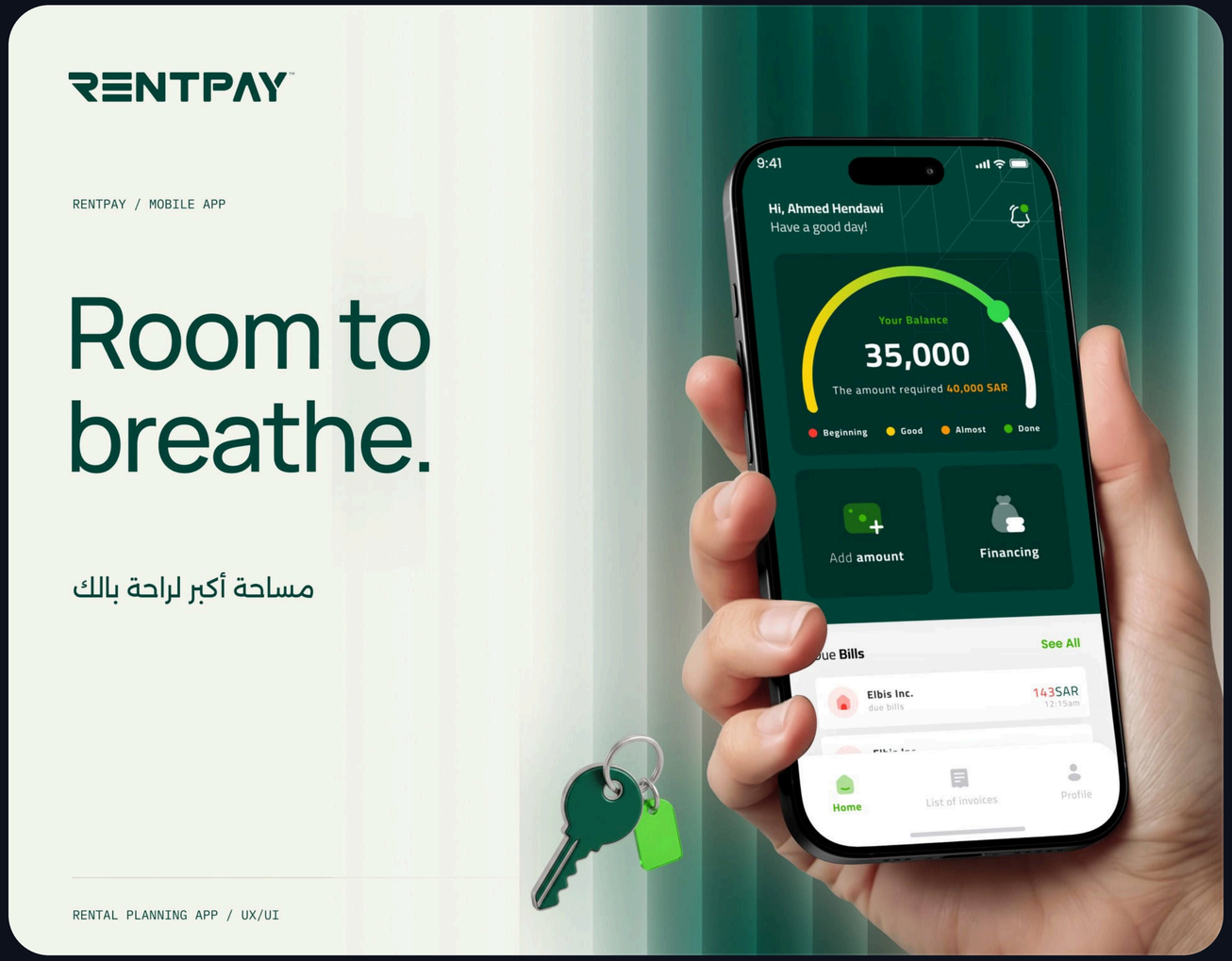
Rentpay

Room to breathe.

Rent planned ahead: calculate a payment, build a balance toward it, pay bills, request funding and, for owners, follow earnings and properties.

Scope · Tenant & owner app · sample figures

PRODUCT	PLATFORM
Rental planning app	Mobile
SECTOR	**DESIGNED BY**
Proptech	Ahmed Hendawi



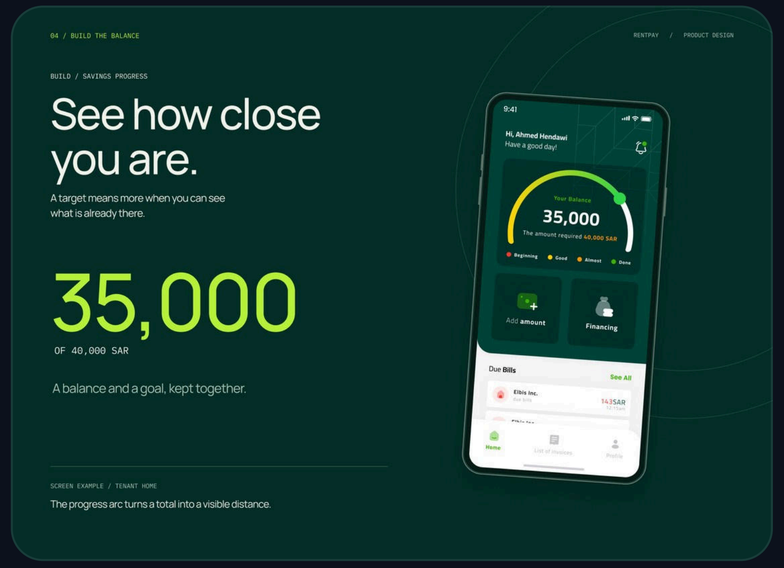
RENTPAY · 2 / 3 · CHALLENGE & APPROACH

The challenge.

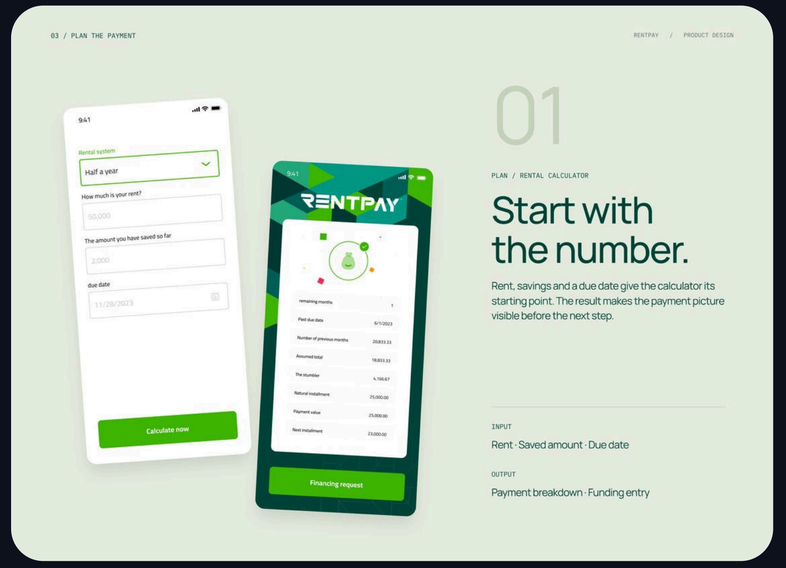
Rent arrives as one large payment. Tenants needed to plan for it, and owners needed to follow what they earn.

MY APPROACH

I built the app around one rental rhythm, Plan, Build, Pay and Manage, with a tenant side and an owner side.



Build · the balance



Plan · the calculator

RENTPAY · 3 / 3 · SOLUTION

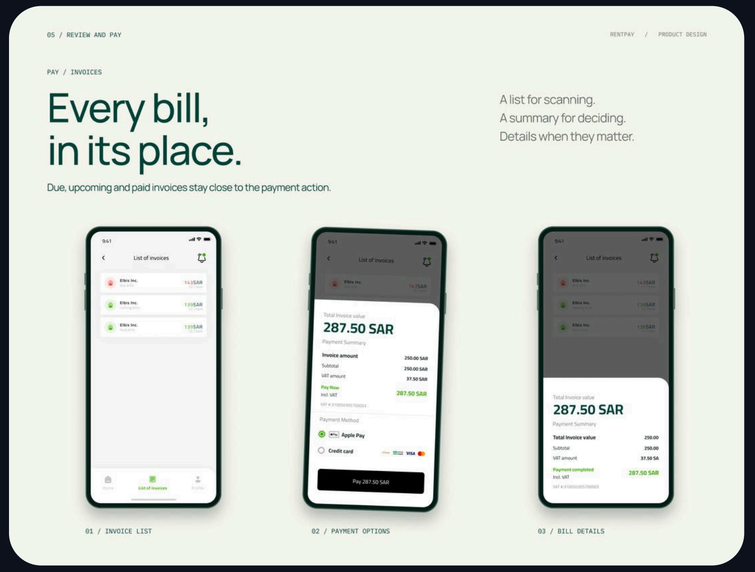
The solution.

A calculator, a balance that builds toward the rent, bill payments, funding requests and an owner view, in both languages.

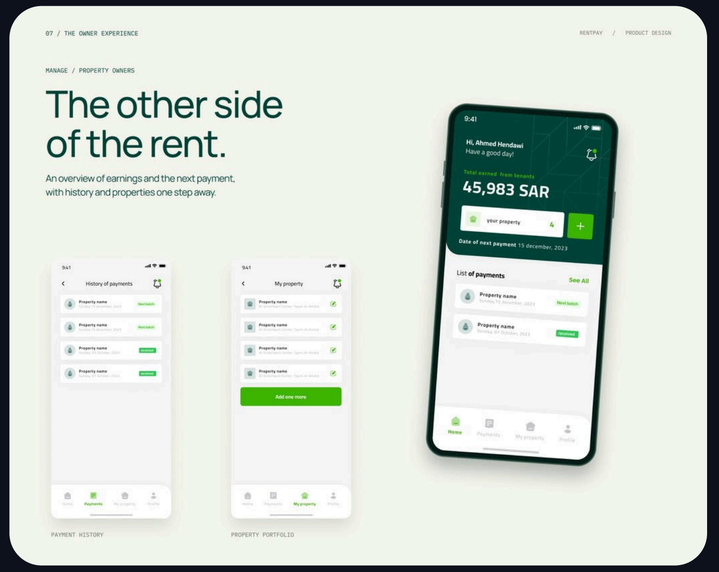
Additional project details available on request.

Happy to walk you through the full case study.

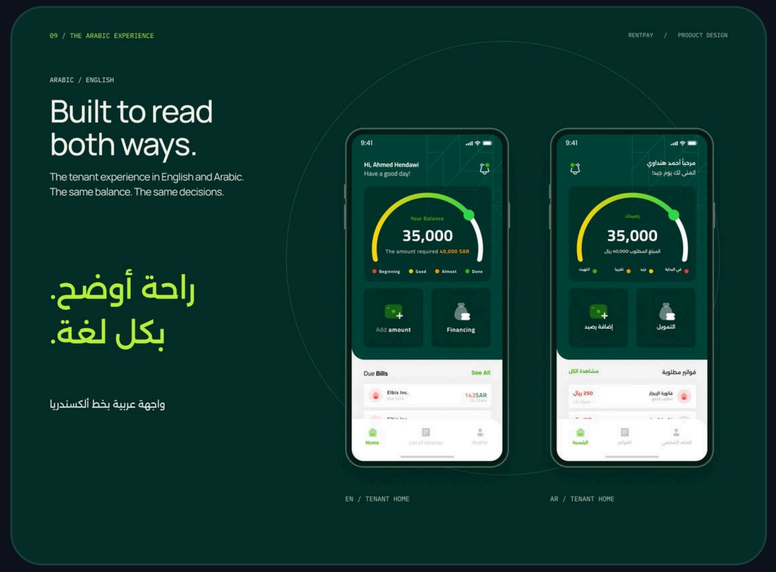
Get in touch →



Pay · every bill



Manage · the owner side



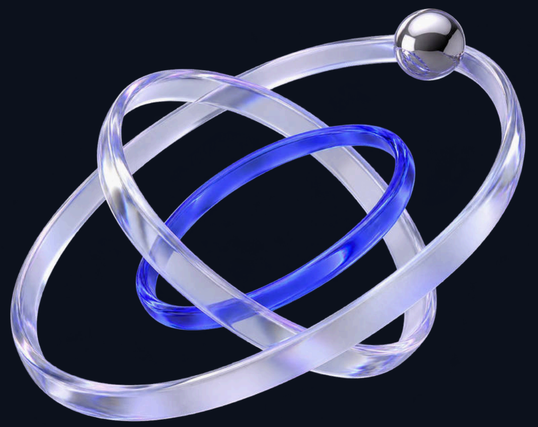
Both ways · Arabic

CHAPTER 03 · 5 PROJECTS

03

Logistics & services

One status across apps, portals and dashboards, from request to doorstep.



11 SURE

12 Shttle

13 Dooreach

14 Mashkor

15 Rodeena

03 · LOGISTICS & SERVICES · 11 / 29

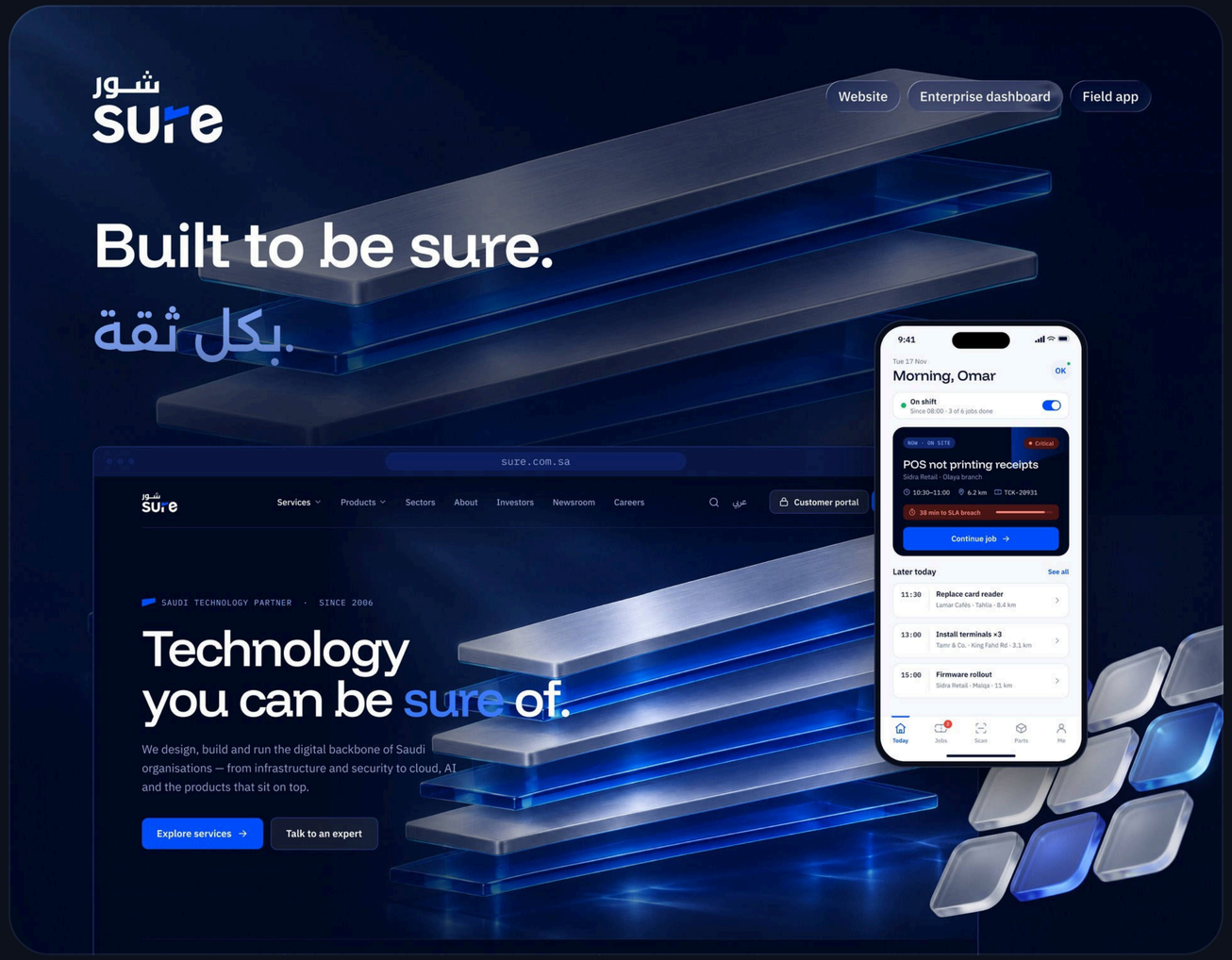
SURE

Built to be sure.

A corporate website, the SURE Hub operations platform and a proposed field app, followed from ticket to closure.

Scope · Self-initiated concept · SURE Field is proposed

PRODUCT	PLATFORM
Enterprise services platform	Web · Dashboard · iOS
SECTOR	**DESIGNED BY**
Enterprise	Ahmed Hendawi



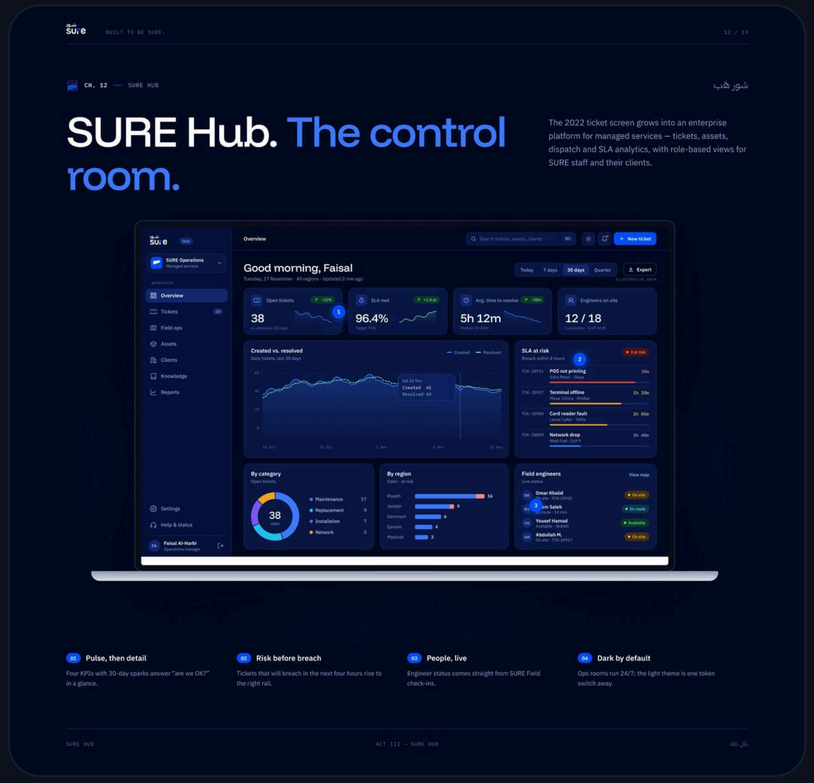
SURE · 2 / 3 · CHALLENGE & APPROACH

The challenge.

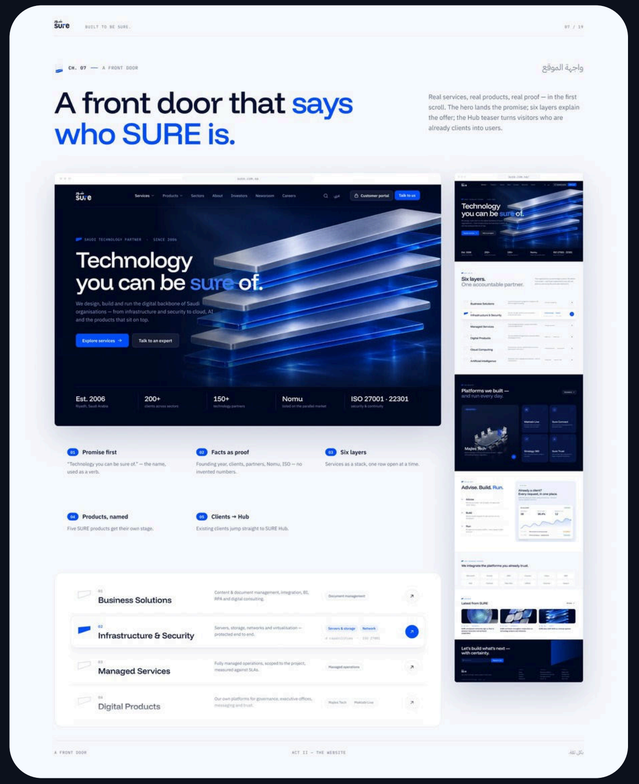
An enterprise services company needed one story from its public website to the operations team in the field.

MY APPROACH

A self-initiated concept: a corporate website, the SURE Hub operations platform and a proposed field app, followed from ticket to closure.



SURE Hub



A front door

SURE · 3 / 3 · SOLUTION

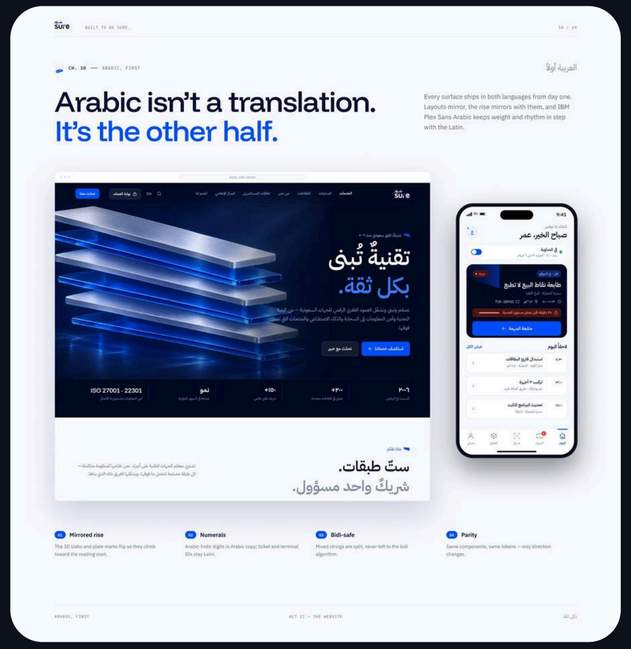
The solution.

One ticket travels from SURE Hub to a technician's day in the field and back to closure.

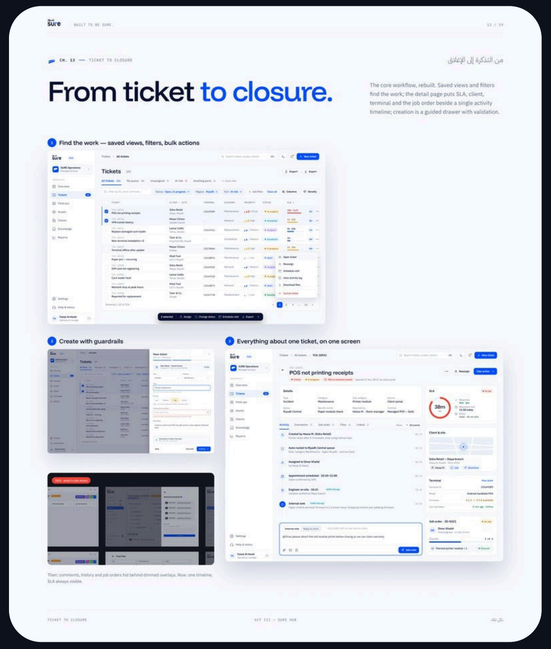
Additional project details available on request.

Happy to walk you through the full case study.

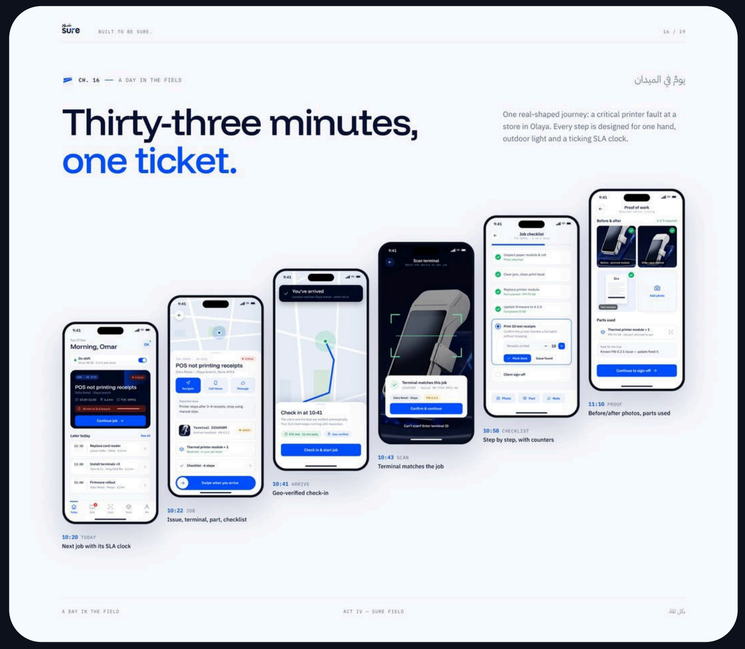
Get in touch →



Arabic, first



Ticket to closure



A day in the field

03 · LOGISTICS & SERVICES · 12 / 29

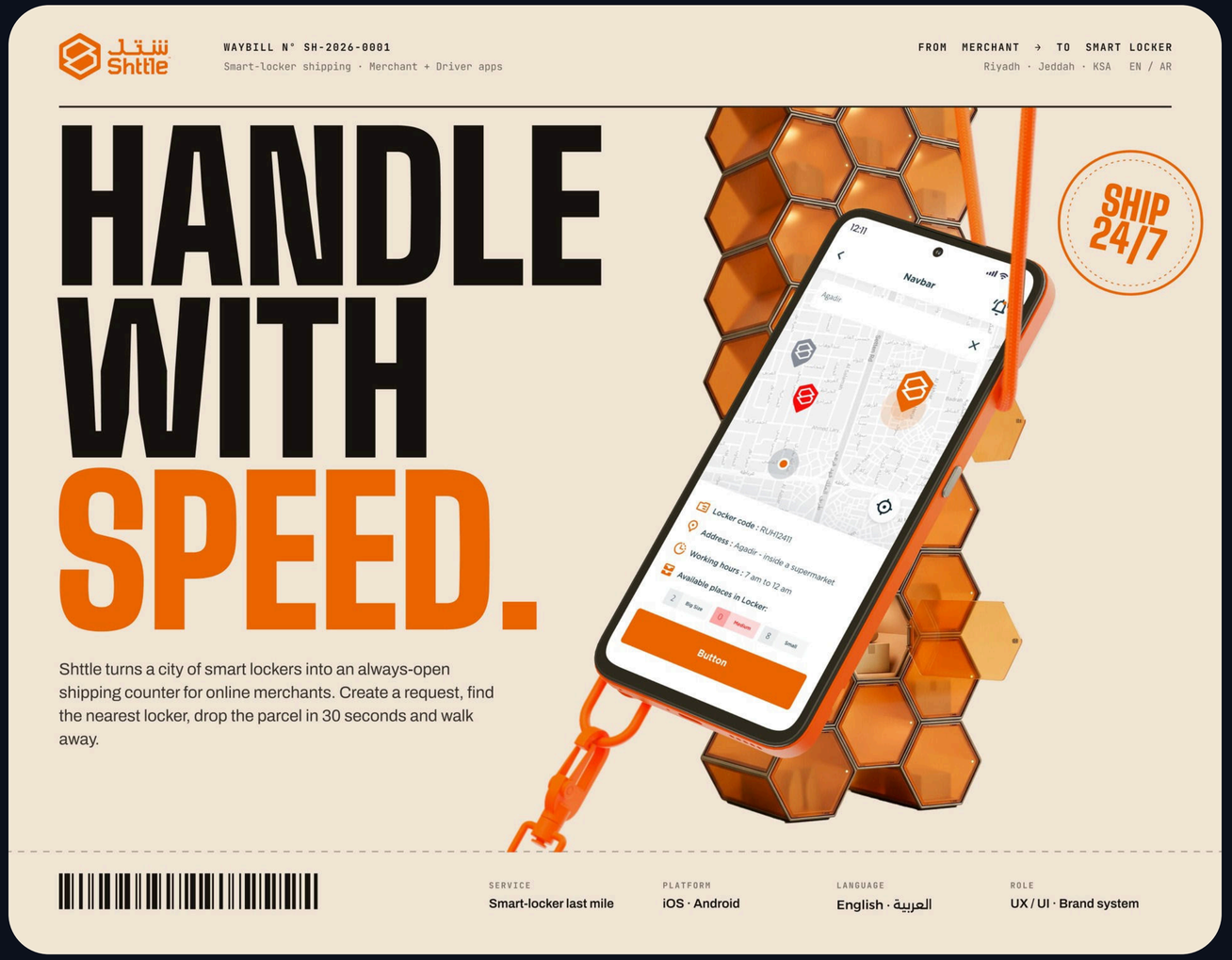
Shttle

Handle with speed.

Merchant and driver apps for shipping through smart lockers, from request to a thirty-second handover.

Scope · Merchant & driver apps · sample data

PRODUCT	PLATFORM
Parcel-locker logistics	iOS · Android
SECTOR	**MY ROLE**
Logistics	Senior Product Designer



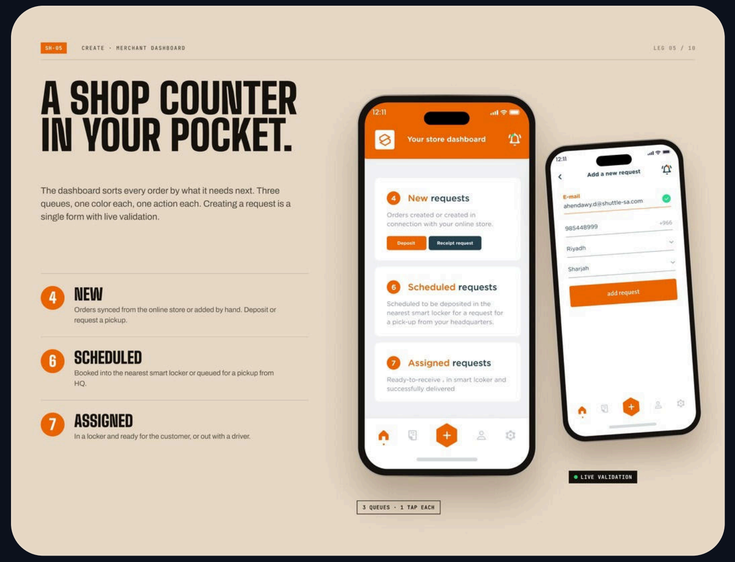
SHTTLE · 2 / 3 · CHALLENGE & APPROACH

The challenge.

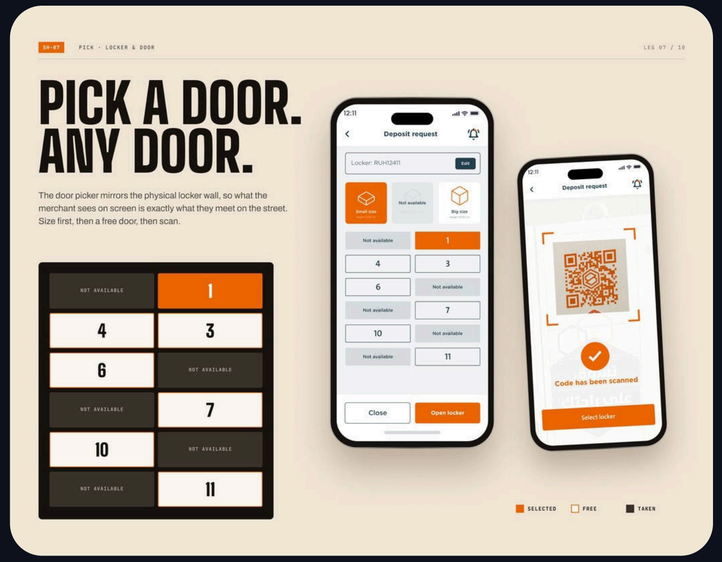
Merchants and drivers ship through smart lockers, and every handover has to be fast and certain.

MY APPROACH

I designed the merchant and driver apps around a route: request, pick a door, drop the parcel, confirm.



Counter · Dashboard & requests



Pick · Choose a door

SHTTLE · 3 / 3 · SOLUTION

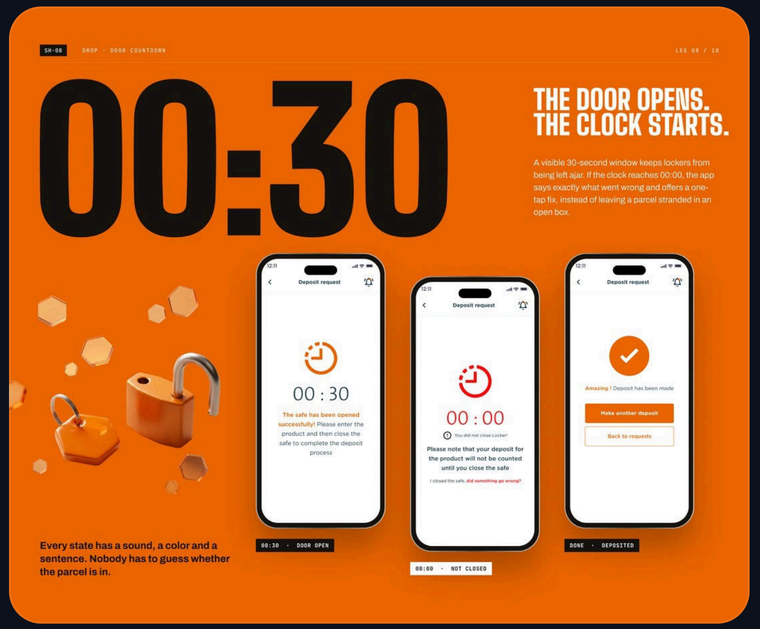
The solution.

From request to a thirty-second locker handover, with every door state and a full Arabic edition.

Explore the full project →

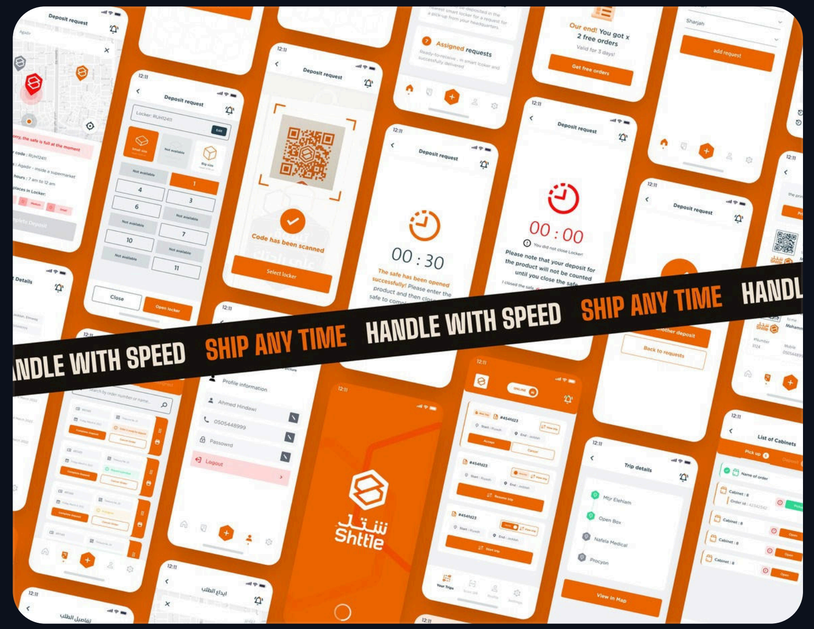
View the complete case study on my website.

ahmedhendawi.com · Shttle



Drop · Thirty seconds

Arabic · اشحن في أي وقت



Screen wall · Every door

03 · LOGISTICS & SERVICES · 13 / 29

Dooreach

Dock to door.

Dock to door: a logistics website, merchant portal and public tracking for e-commerce fulfilment.

Scope · Concept redesign · sample data

PRODUCT	PLATFORM
Logistics website & operations portal	Web · Dashboard
SECTOR	**DESIGNED BY**
Logistics	Ahmed Hendawi

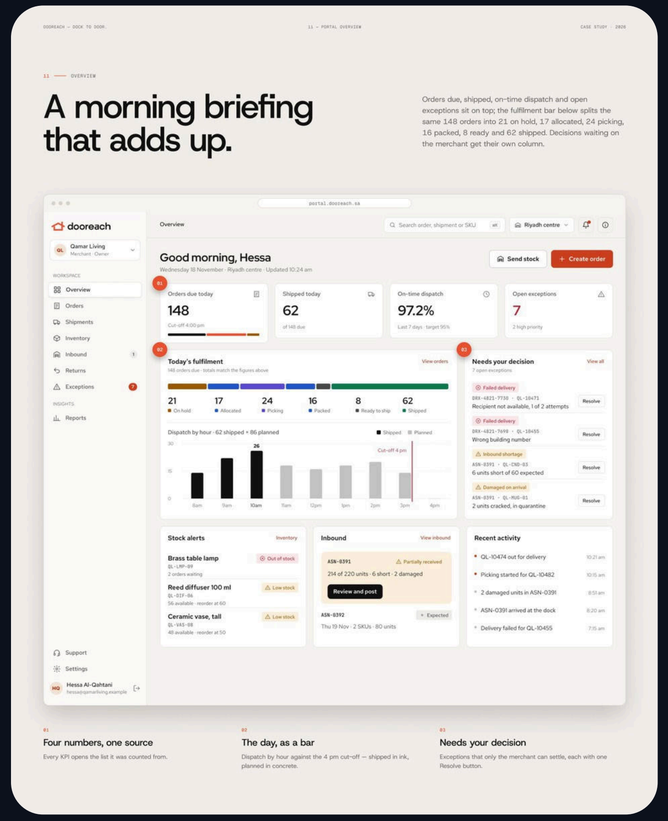
DOOREACH · 2 / 3 · CHALLENGE & APPROACH

The challenge.

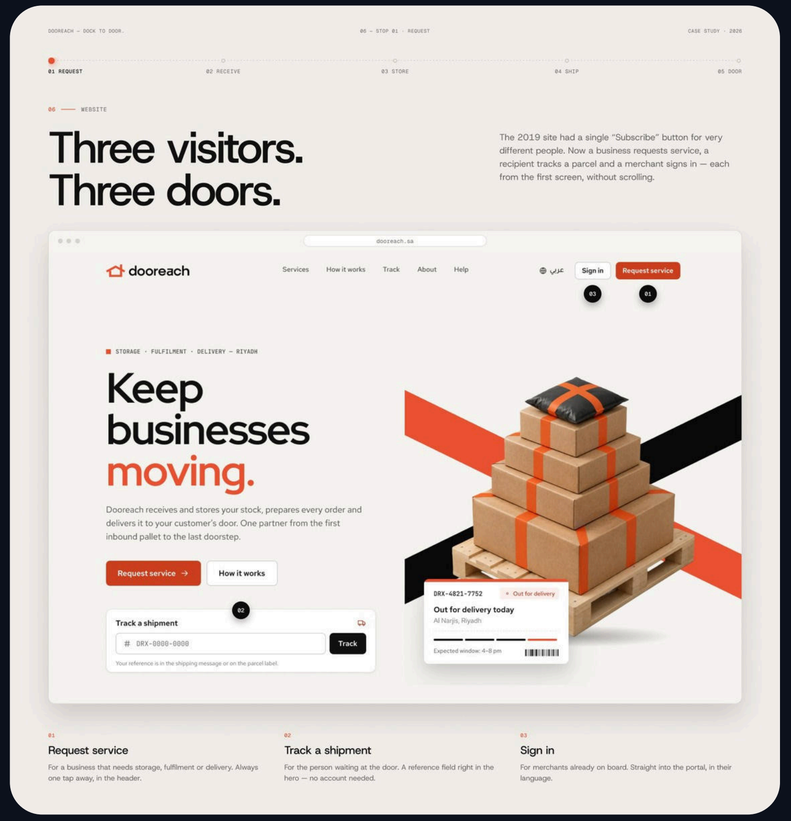
E-commerce fulfilment has three audiences: merchants, operations and the person waiting at the door.

MY APPROACH

A concept redesign that gives each its own door: a logistics website, a merchant portal and public tracking.



Portal · Overview



Website · Three doors

DOOREACH · 3 / 3 · SOLUTION

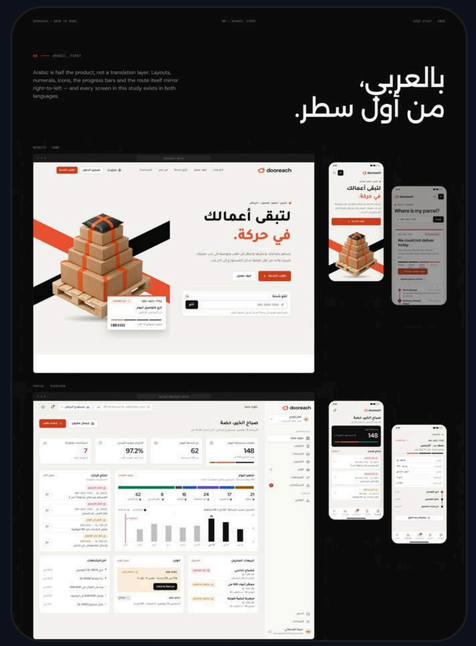
The solution.

The route from dock to door, with a receiving flow in the portal and an Arabic-first website.

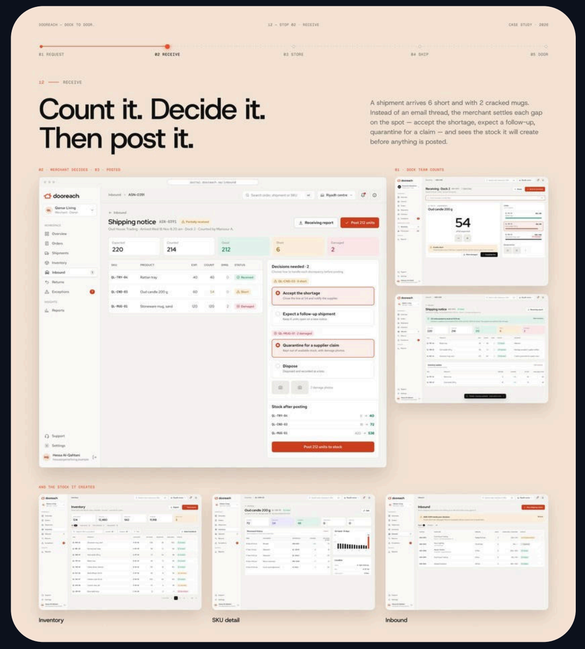
Additional project details available on request.

Happy to walk you through the full case study.

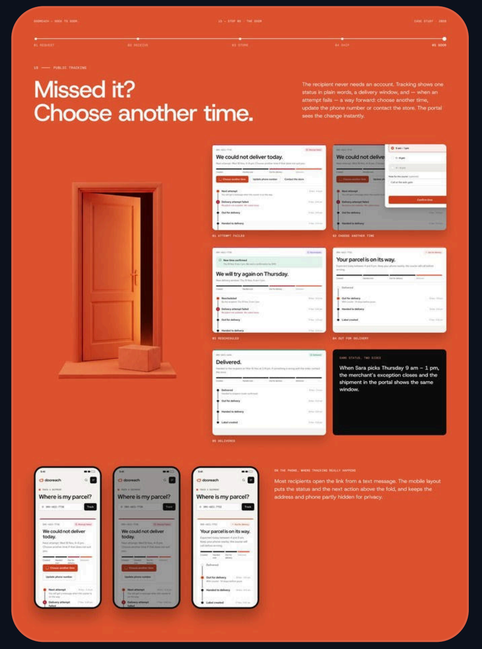
Get in touch →



Arabic first



Stop 02 · Receive



Stop 05 · The door

03 · LOGISTICS & SERVICES · 14 / 29

Mashkor

Consider it done.

A redesign of Kuwait's errands app around one promise: receipt first, charge last, so every change waits for your yes.

Scope · Concept redesign · not an official Mashkor release · sample data

PRODUCT	PLATFORM
Errands app for Kuwait	iOS
SECTOR	**DESIGNED BY**
Errands & delivery	Ahmed Hendawi

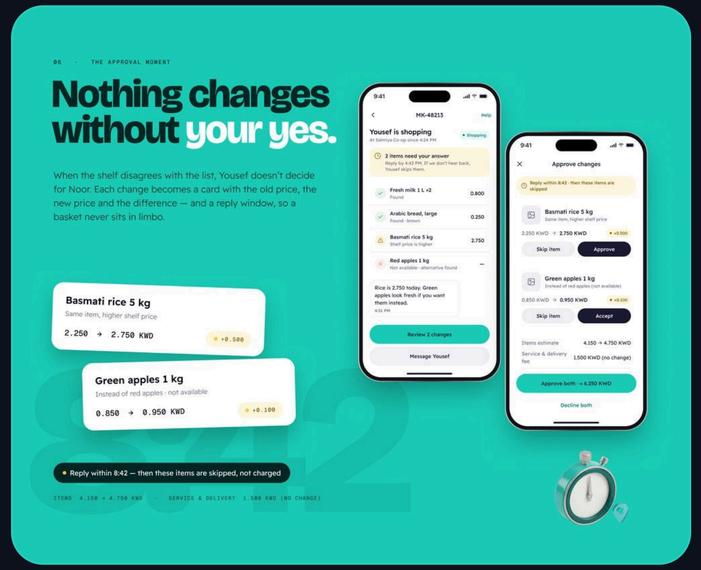
MASHKOR · 2 / 3 · CHALLENGE & APPROACH

The challenge.

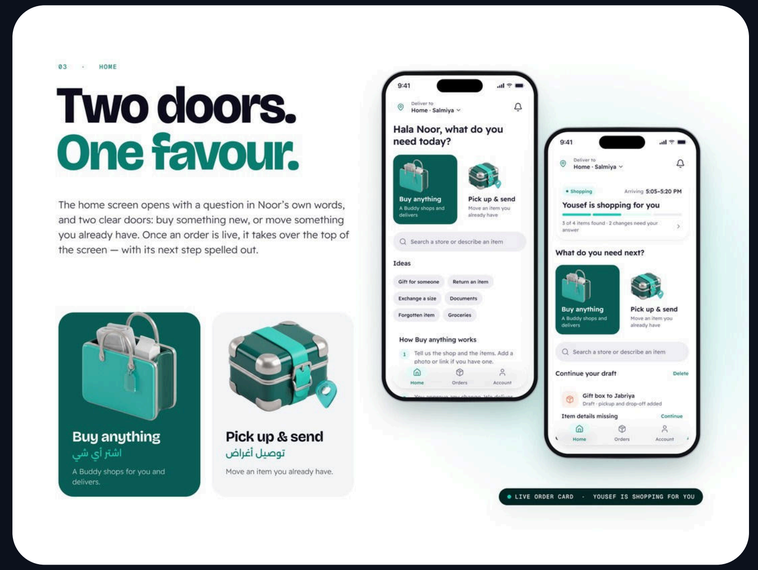
In an errands app, the price can change while the favour is running. Customers need to stay in control.

MY APPROACH

A concept redesign around one promise: receipt first, charge last, so every change waits for the customer's yes.



Approve · Nothing changes without your yes



Home · Two doors, one favour

MASHKOR · 3 / 3 · SOLUTION

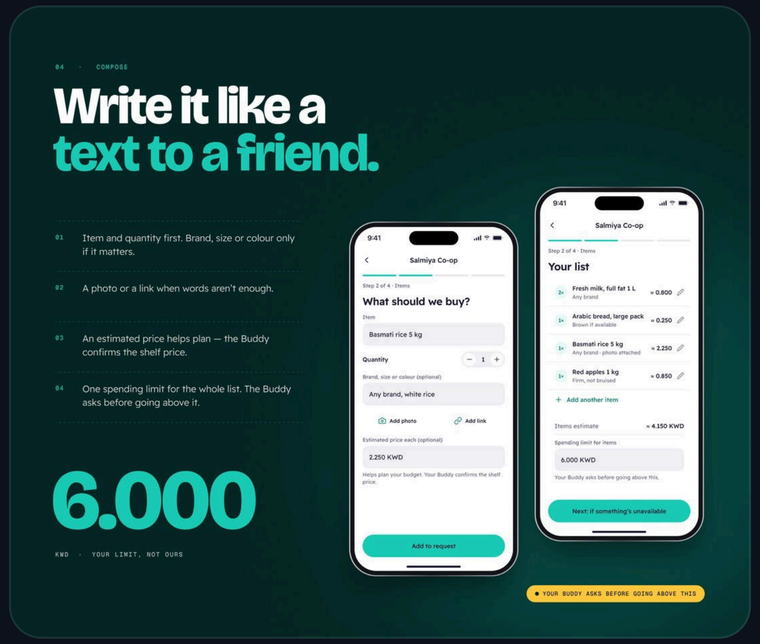
The solution.

Compose an errand like a text to a friend, approve any change, then one charge on delivery. Kuwaiti Arabic, light and dark.

Additional project details available on request.

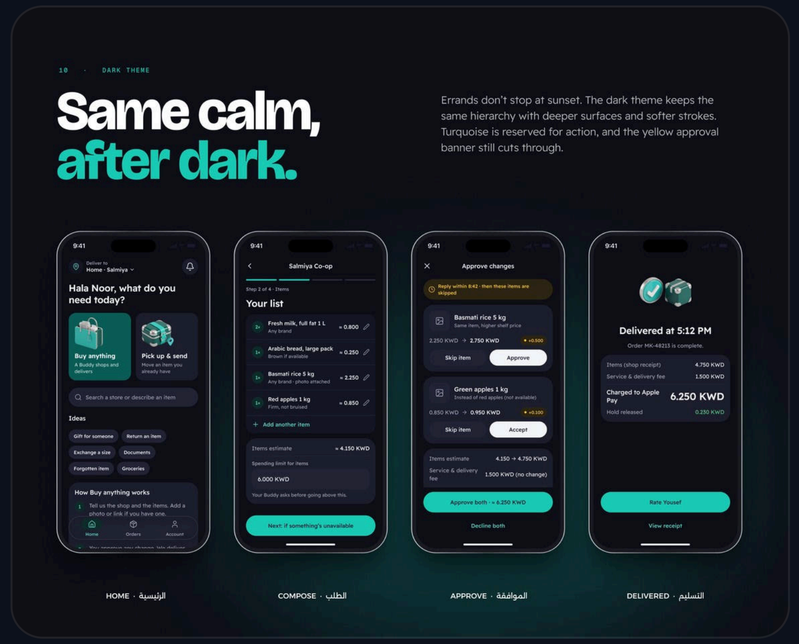
Happy to walk you through the full case study.

Get in touch →



Compose · Like a text to a friend

Arabic · Kuwaiti first



Night · Same calm after dark

03 · LOGISTICS & SERVICES · 15 / 29

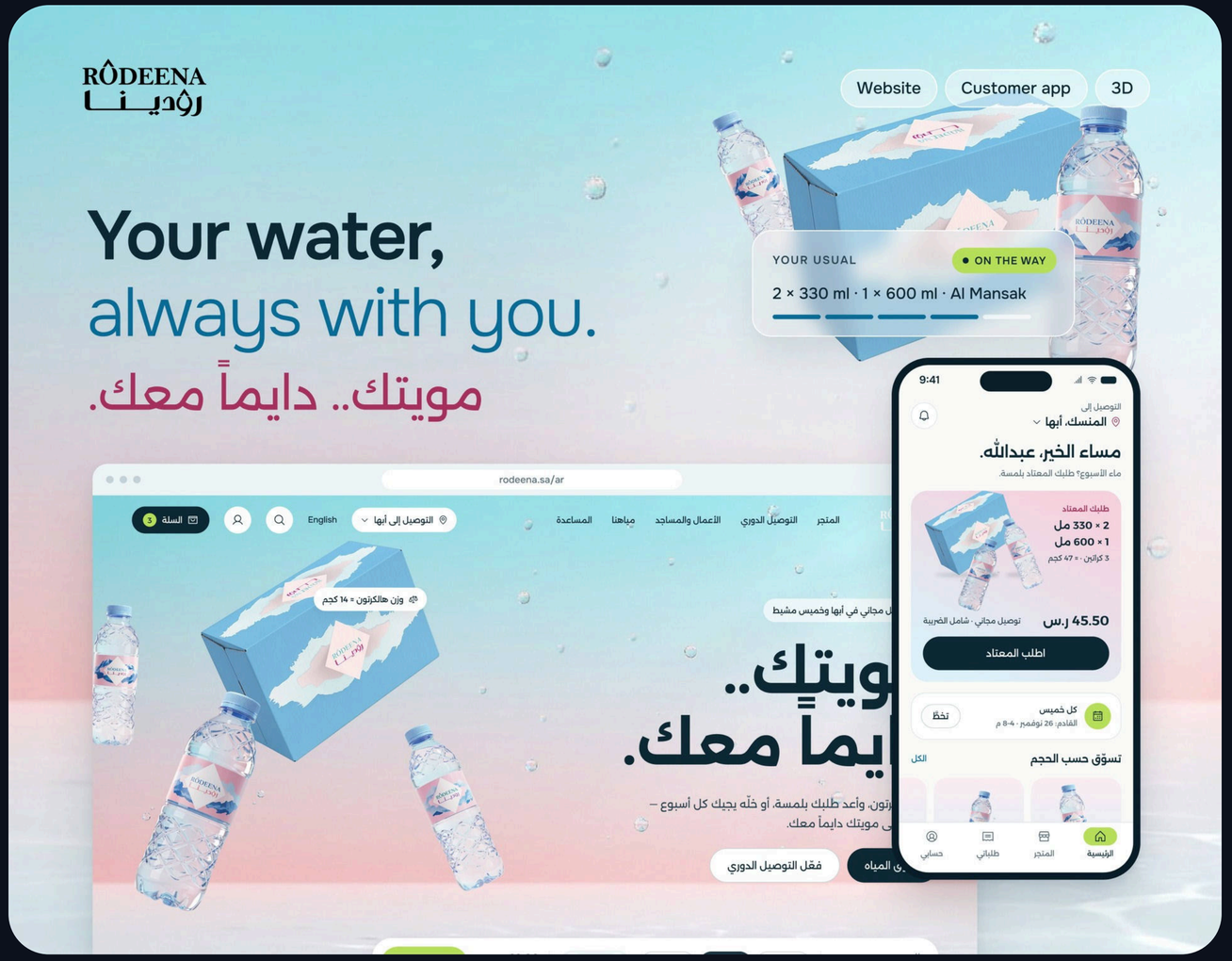
Rodeena

Your water, always with you.

A bilingual website and customer app for an Asir water company that sells by the carton: your usual in one tap, and the weight carried to the door.

Scope · Website and customer app · no launch stated · regular delivery is a proposal · sample prices and orders

PRODUCT	PLATFORM
Bottled-water ordering and delivery	Web · Responsive · App
SECTOR	**DESIGNED BY**
Food & beverage	Ahmed Hendawi



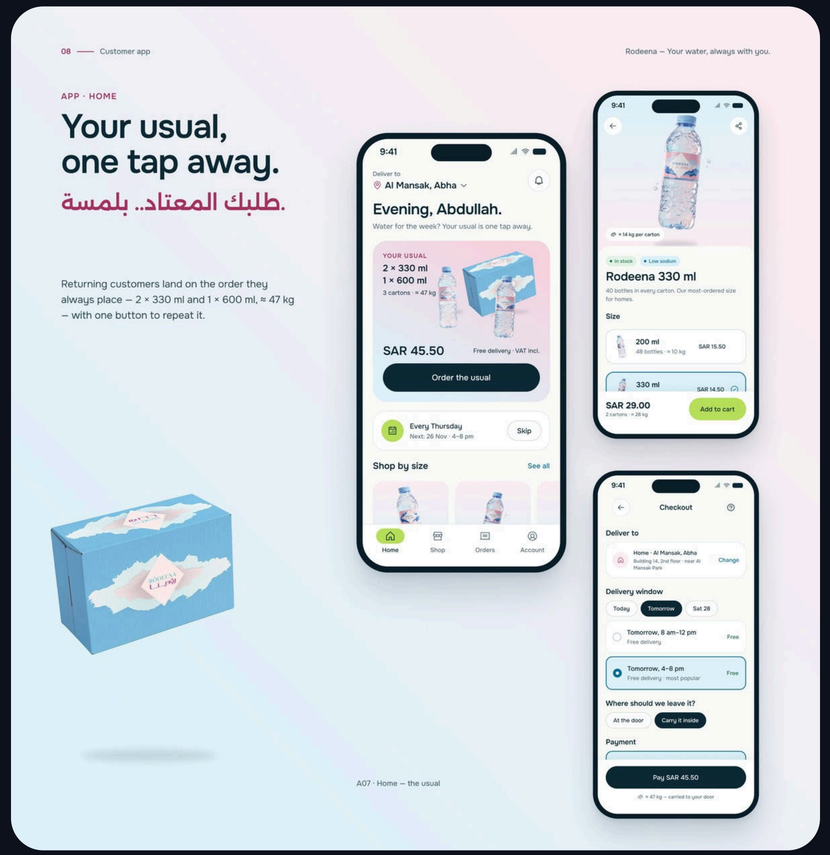
RODEENA · 2 / 3 · CHALLENGE & APPROACH

The challenge.

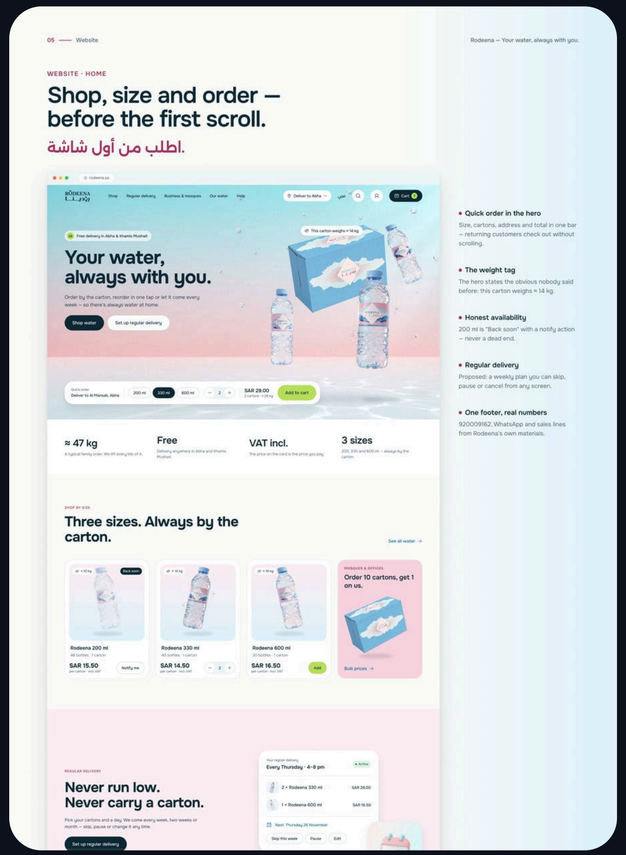
Water sold by the carton is heavy. Ordering the usual should take one tap, and the weight should be the company's problem.

MY APPROACH

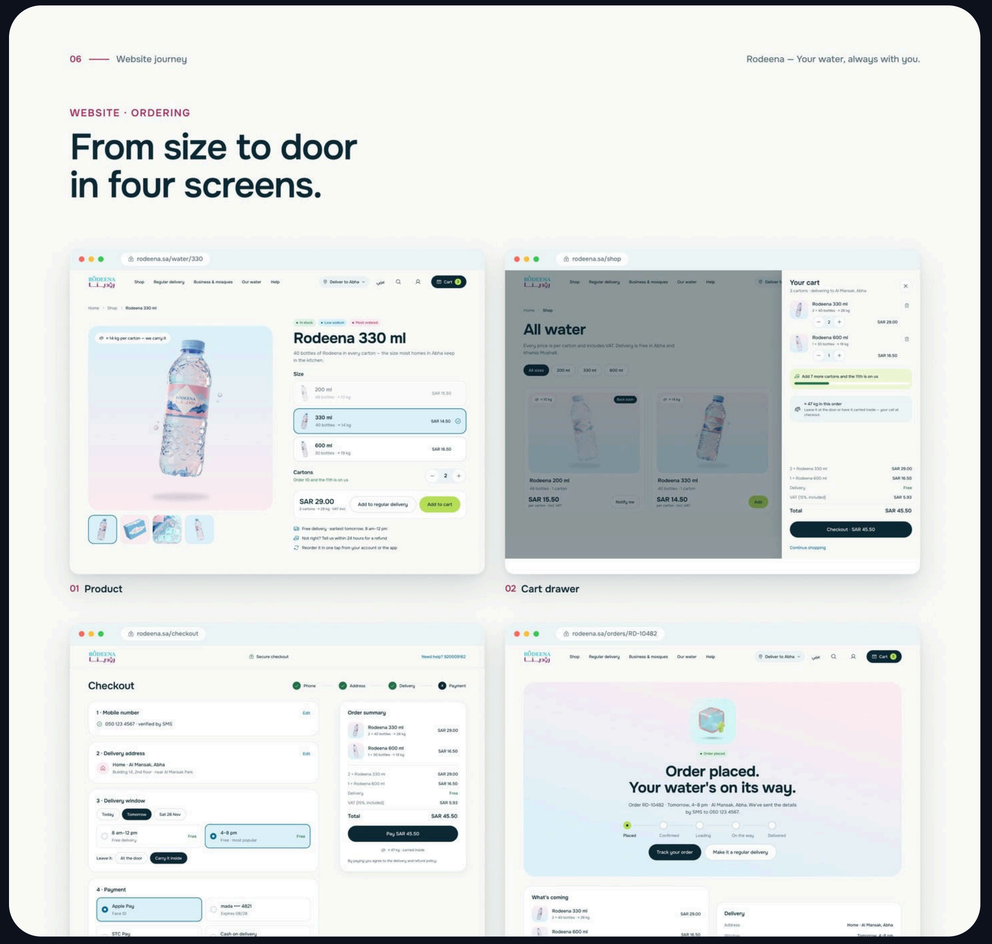
A bilingual website and customer app built around the repeat order, with regular delivery as a proposal.



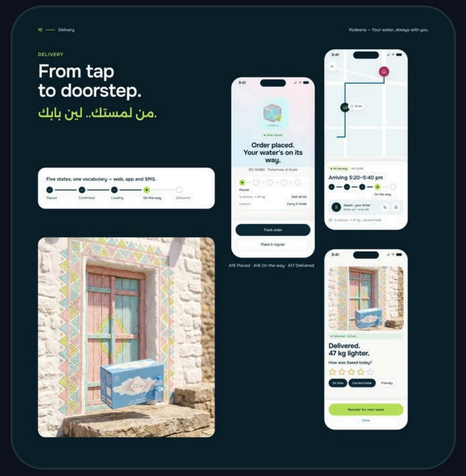
App · Your usual, one tap away



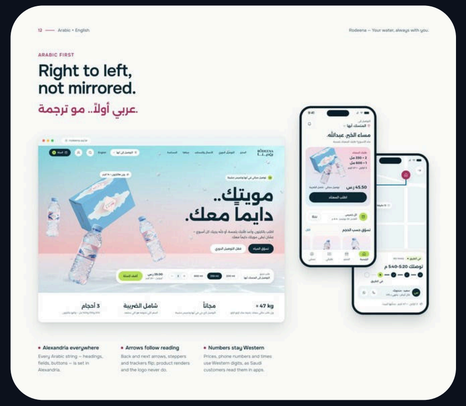
Website · Home



Ordering · From size to door



Delivery · From tap to doorstep



Arabic first

RODEENA · 3 / 3 · SOLUTION

The solution.

Your usual in one tap, ordering from size to door and five delivery states, Arabic first.

Additional project details available on request.

Happy to walk you through the full case study.

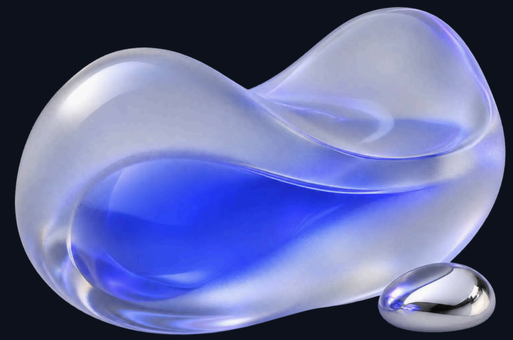
Get in touch →

CHAPTER 04 · 6 PROJECTS

04

Commerce, learning & content

Stores, reading and learning products, most of them Arabic-first.



16 Flowerit

17 Flowerit Web

18 Joilève

19 Fiction

20 The Sovereign's Way

21 Mawhoobeen

04 · COMMERCE, LEARNING & CONTENT · 16 / 29

Flowerit

Say it in bloom.

An Arabic-first app that puts a city's florists on one shelf, with the gift card written inside checkout instead of after it.

Scope · iOS app · Arabic RTL · sample orders

PRODUCT	PLATFORM
Flower-gifting marketplace app	iOS

SECTOR	MY ROLE
Gifting & retail	Senior Product Designer

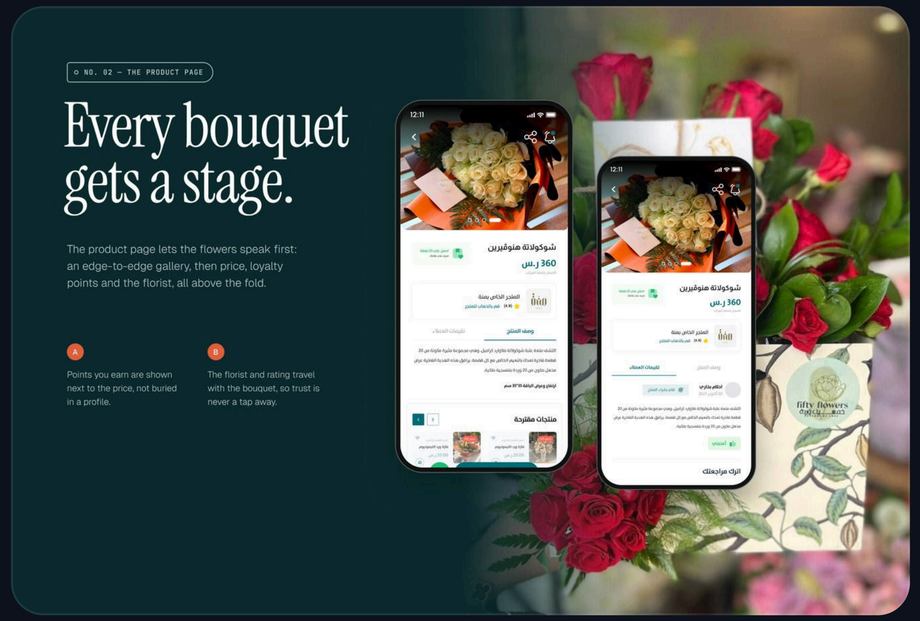
FLOWERIT · 2 / 3 · CHALLENGE & APPROACH

The challenge.

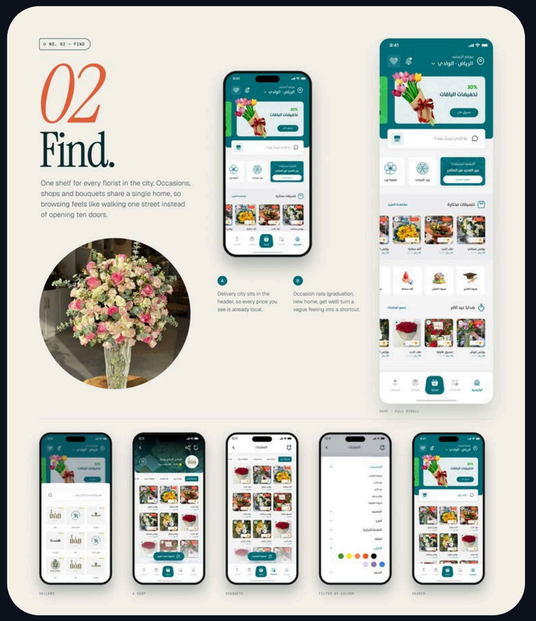
Sending flowers meant visiting shop after shop, and the gift message was an afterthought added after payment.

MY APPROACH

I put a city's florists on one shelf and moved the gift card inside checkout, Arabic first.

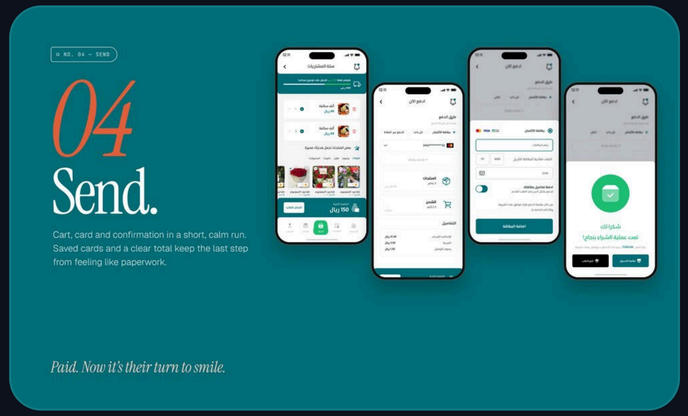


Every bouquet gets a stage

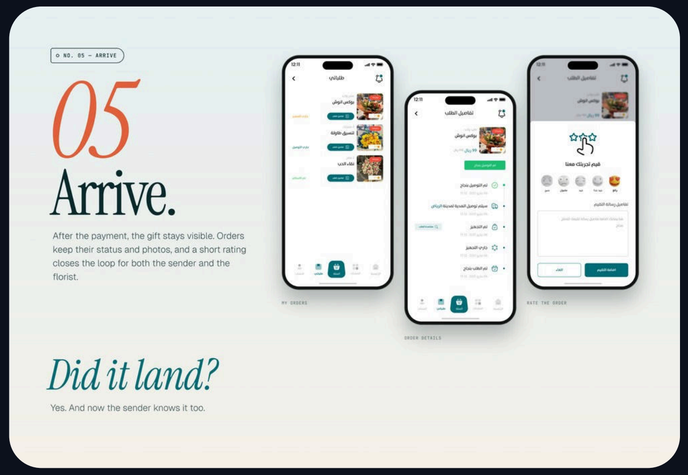


02 · Find

03 · Write



04 · Send



05 · Arrive

FLOWERIT · 3 / 3 · SOLUTION

The solution.

Find, write, send and arrive: five steps that carry one message from the first screen to delivery.

Explore the full project →

View the complete case study on my website.

ahmedhendawi.com · Flowerit

04 · COMMERCE, LEARNING & CONTENT · 17 / 29

Flowerit Web

Every florist. One place.

One Arabic-first storefront for Saudi florists: pick a city, browse every shop, turn a bouquet into a gift and see a photo when it arrives.

Scope · Website · Arabic RTL · sample orders

PRODUCT	PLATFORM
Flower-gifting storefront website	Web · Responsive
SECTOR	**DESIGNED BY**
Gifting & retail	Ahmed Hendawi

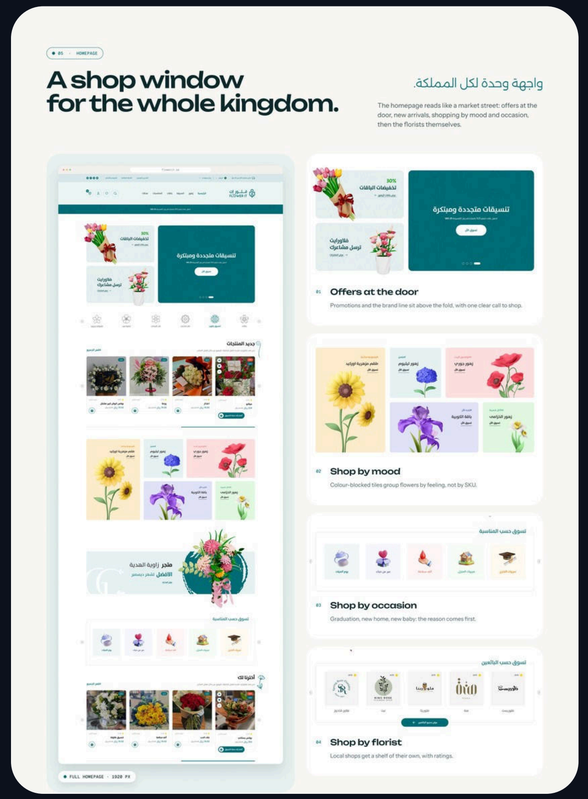
FLOWERIT WEB · 2 / 3 · CHALLENGE & APPROACH

The challenge.

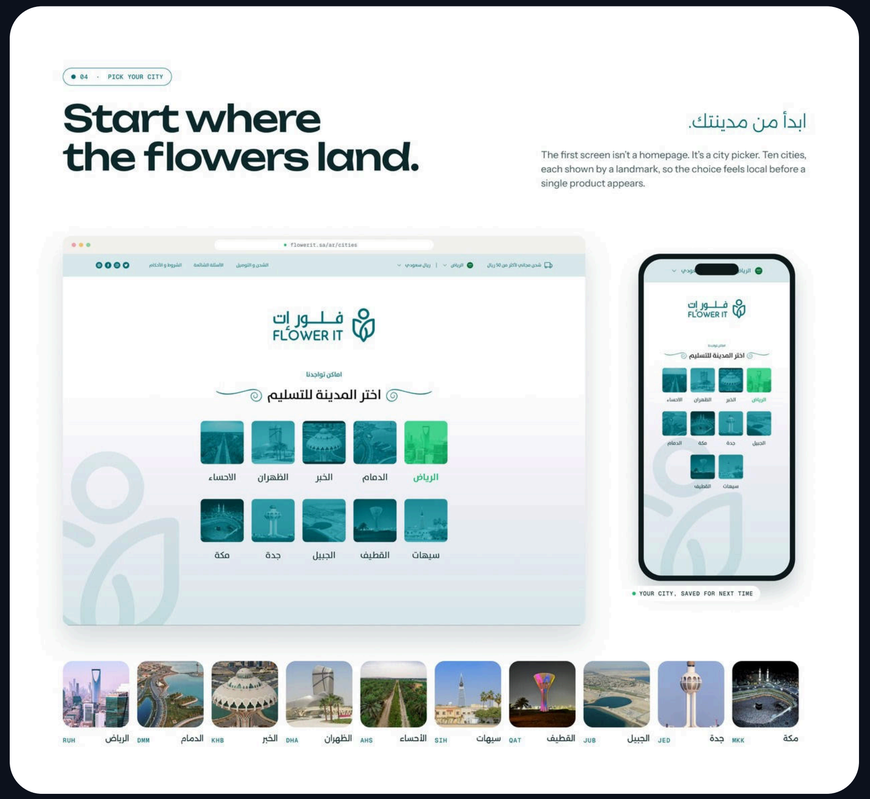
Customers on the web needed the same reach as the app: every florist in their city, in one place.

MY APPROACH

An Arabic-first storefront: pick a city, browse every shop and turn a bouquet into a gift.



Homepage · a shop window



Pick your city

FLOWERIT WEB · 3 / 3 · SOLUTION

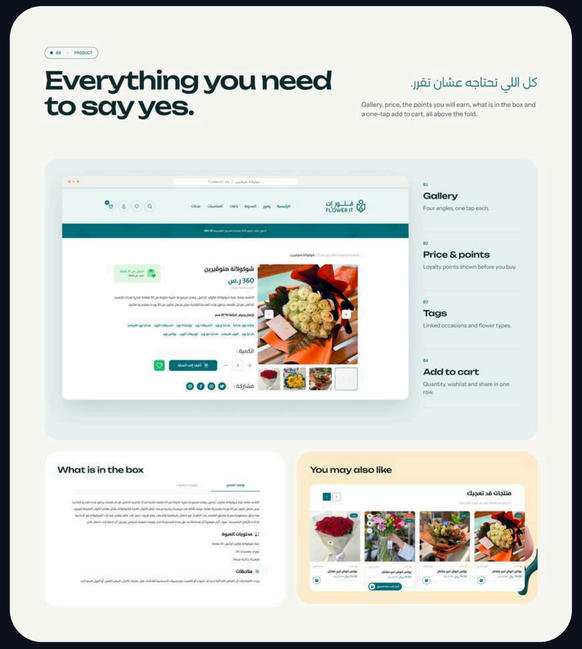
The solution.

A homepage like a shop window, a four-step checkout and a responsive edition for phones.

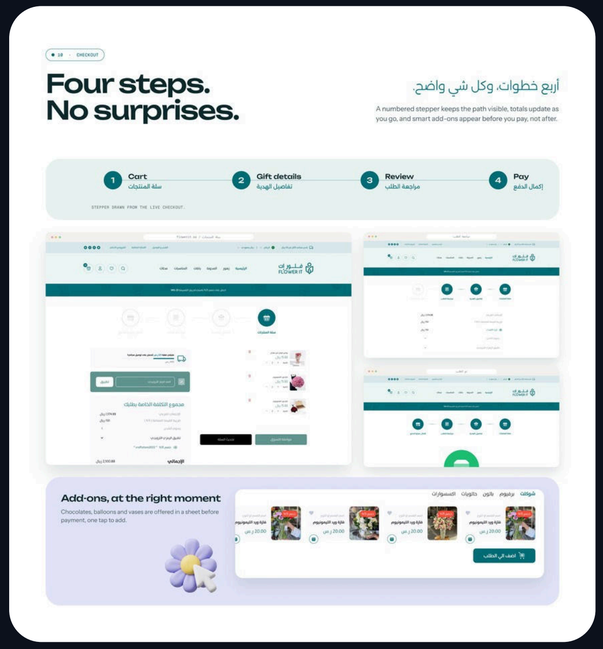
Additional project details available on request.

Happy to walk you through the full case study.

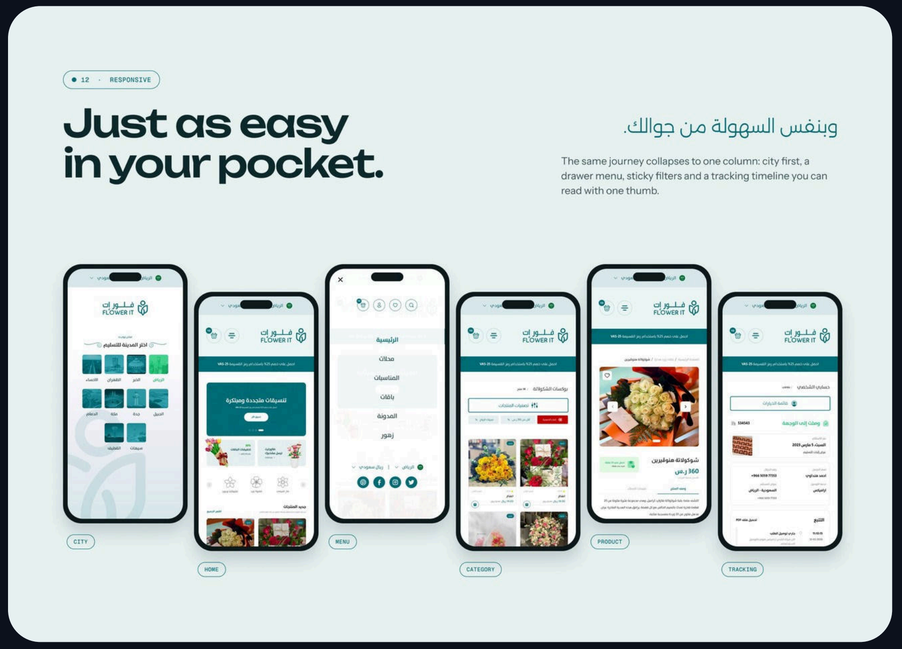
Get in touch →



Product · say yes



Checkout · four steps



Responsive · in your pocket

04 · COMMERCE, LEARNING & CONTENT · 18 / 29

Joilève

Feelings, delivered.

An Arabic-first gifting store where the card message is the gift: build, write, check out and track.

Scope · Store website · Arabic RTL · sample data

PRODUCT	PLATFORM
Flowers & gifting store	Web · Responsive
SECTOR	**DESIGNED BY**
E-commerce	Ahmed Hendawi

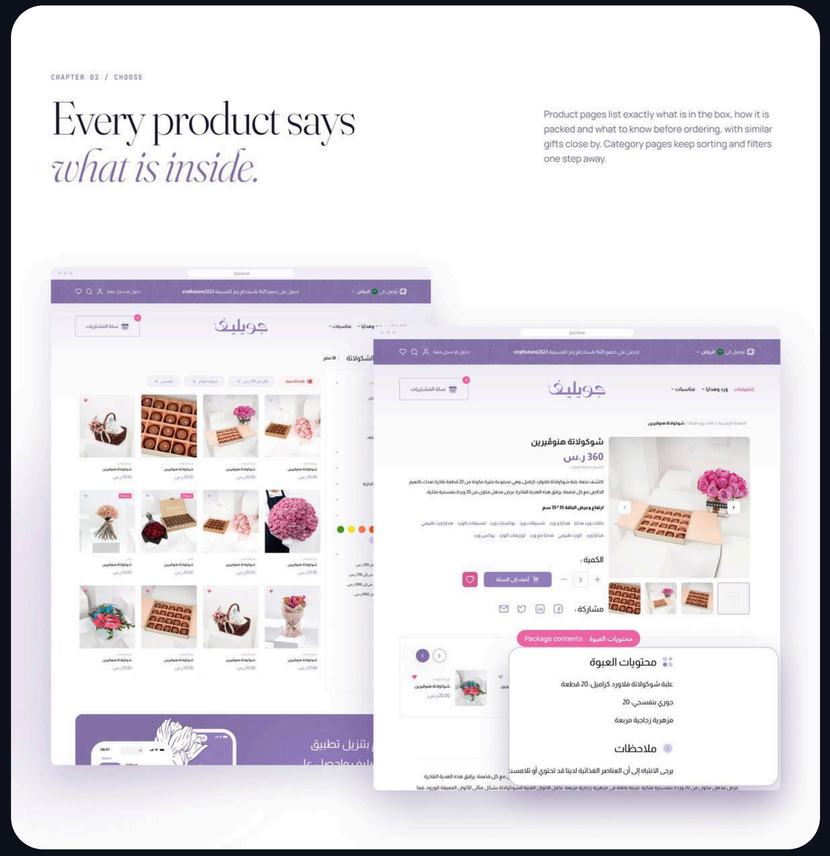
JOILÈVE · 2 / 3 · CHALLENGE & APPROACH

The challenge.

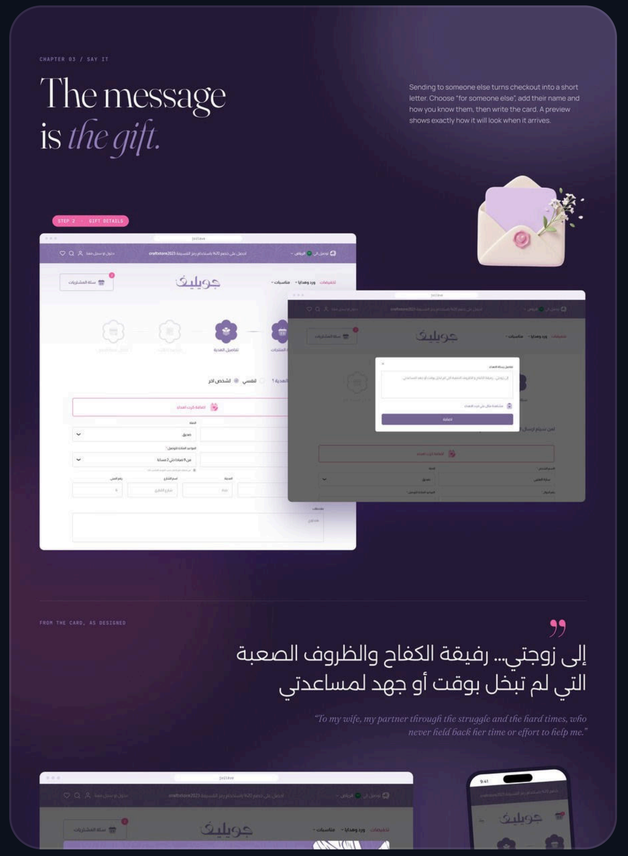
In gifting, the card message matters as much as the flowers, but most stores treat it as a text field.

MY APPROACH

An Arabic-first store where the message is the gift: build it, write it, check out and track it.



Choose



Say it

JOILÈVE · 3 / 3 · SOLUTION

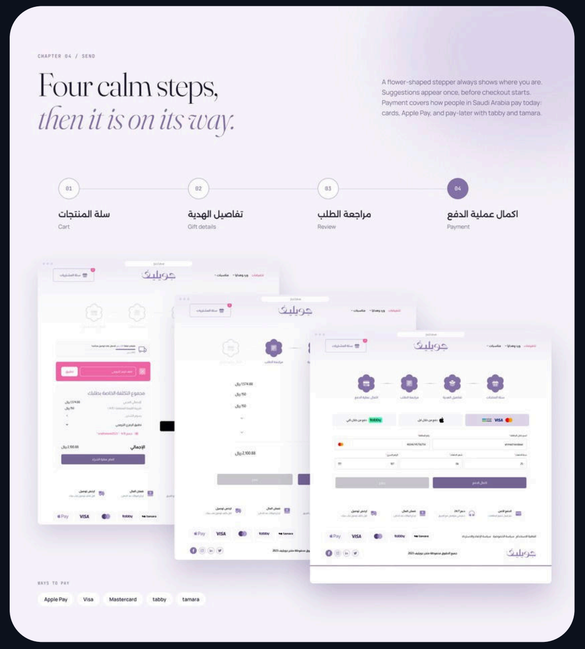
The solution.

Choose, say it, send: a right-to-left store designed from the start, with a gift builder and tracking.

Additional project details available on request.

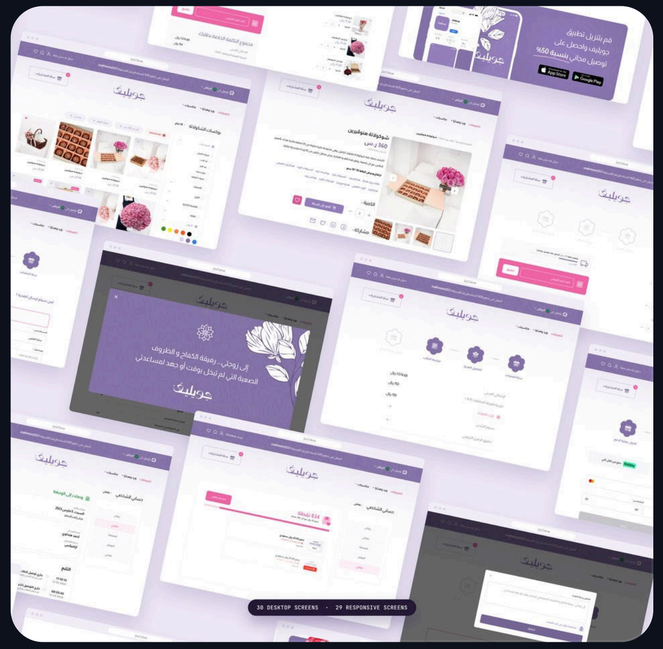
Happy to walk you through the full case study.

Get in touch →



Send

Arabic



Screen wall

04 · COMMERCE, LEARNING & CONTENT · 19 / 29

Fiction

Every story starts with a dot.

A night edition, an Arabic edition and the course page, lesson player, writing room and certificate the 2022 landing page needed next.

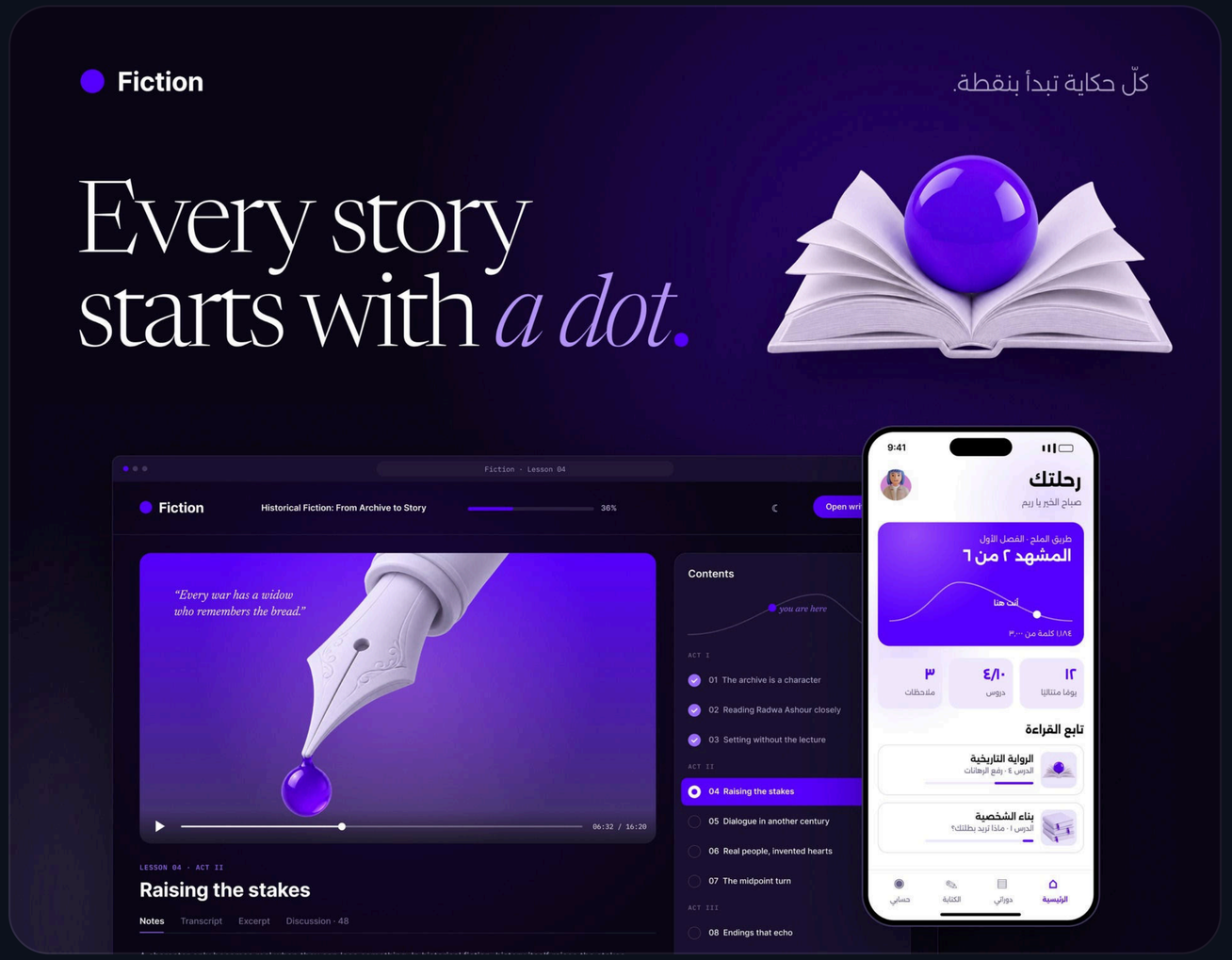
Scope · Editor's pass on the 2022 landing page · new screens designed for the showcase · sample content

PRODUCT
Online academy for reading and writing fiction

PLATFORM
Web · Responsive · Mobile

SECTOR
Education

MY ROLE
Senior Product Designer



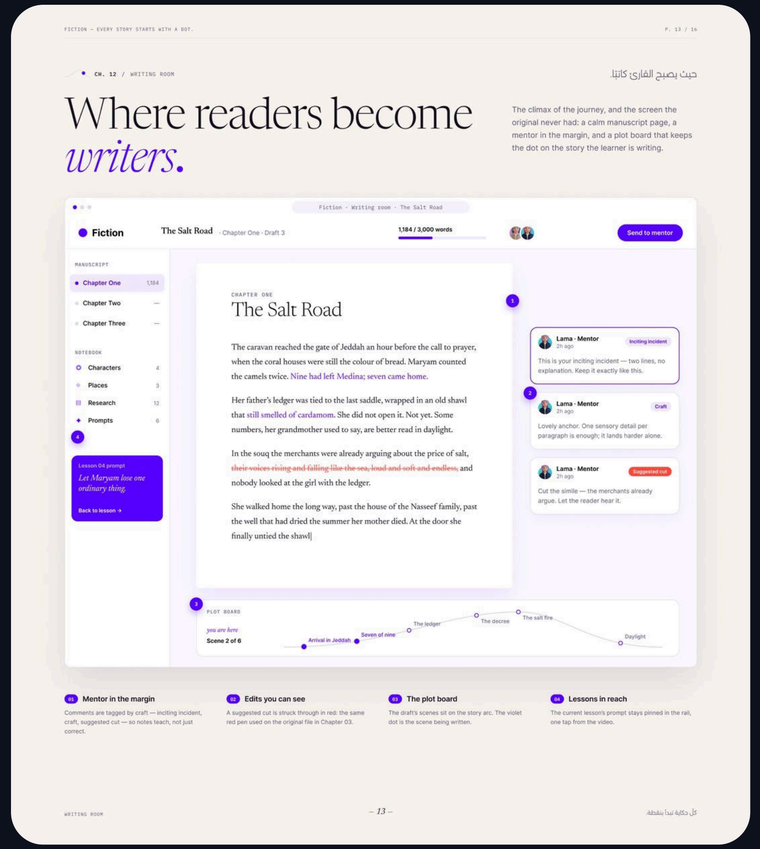
FICTION · 2 / 3 · CHALLENGE & APPROACH

The challenge.

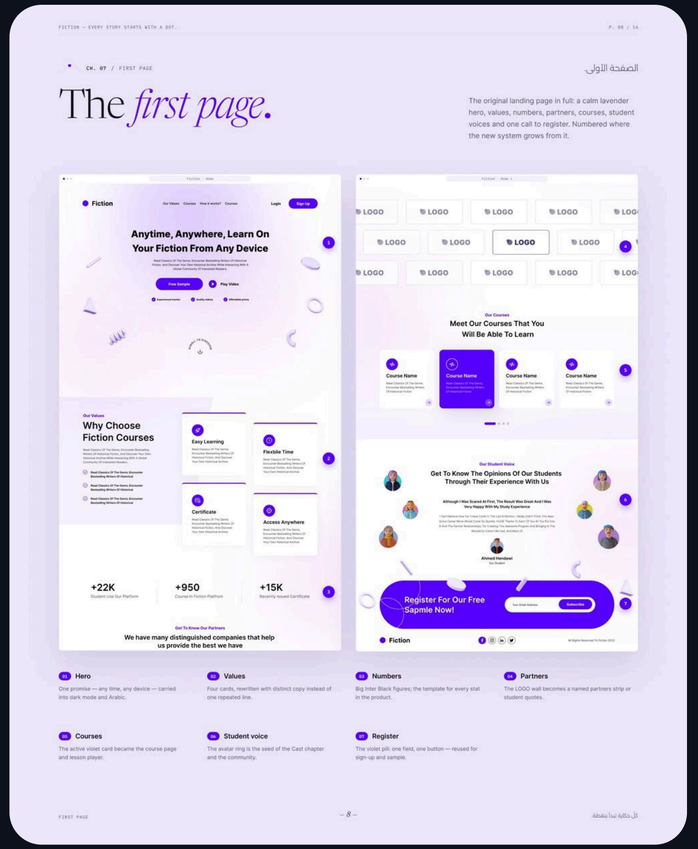
The 2022 landing page invited readers in, but the academy had no course, lesson or writing space behind it.

MY APPROACH

An editor's pass on the landing page, then the screens it needed next: course page, lesson player, writing room and certificate.



Writing room



The first page

FICTION · 3 / 3 · SOLUTION

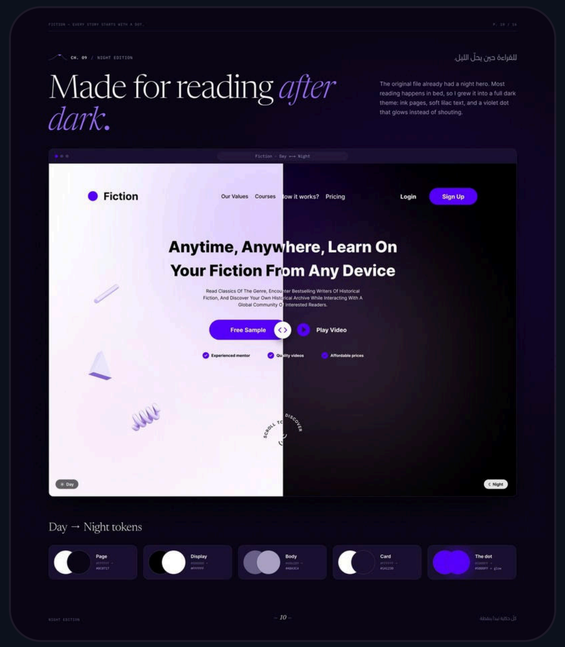
The solution.

A night edition, an Arabic edition and a pocket edition, built around a room to write.

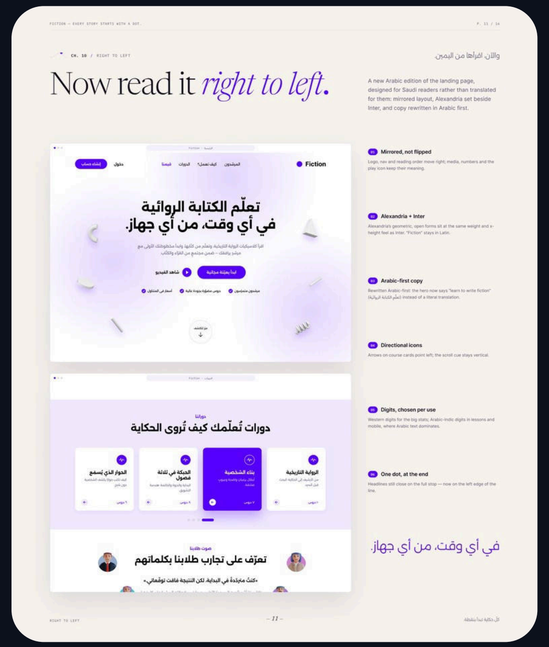
Explore the full project →

View the complete case study on my website.

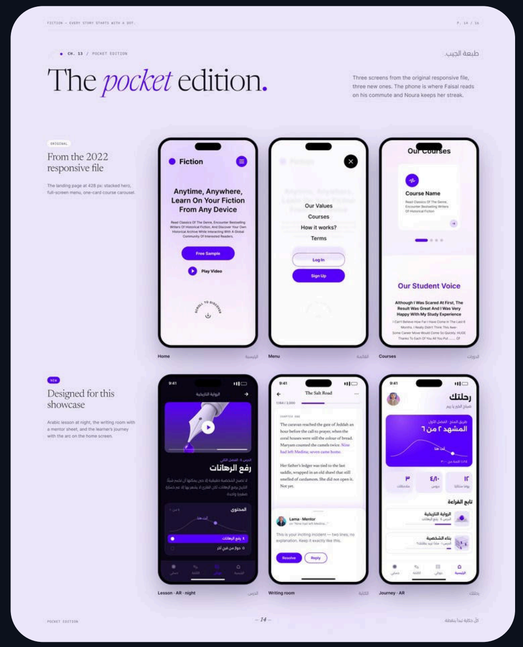
ahmedhendawi.com · Fiction



Night edition



Right to left



Pocket edition

04 · COMMERCE, LEARNING & CONTENT · 20 / 29

The Sovereign's Way

Life, on your terms.

A members' platform that teaches how law, money and society work: free books, self-paced courses, a member map and a profile of your own.

Scope · UX, UI & design system · English product UI · demo only

PRODUCT	PLATFORM
Members' learning platform	Web
SECTOR	**DESIGNED BY**
Education	Ahmed Hendawi

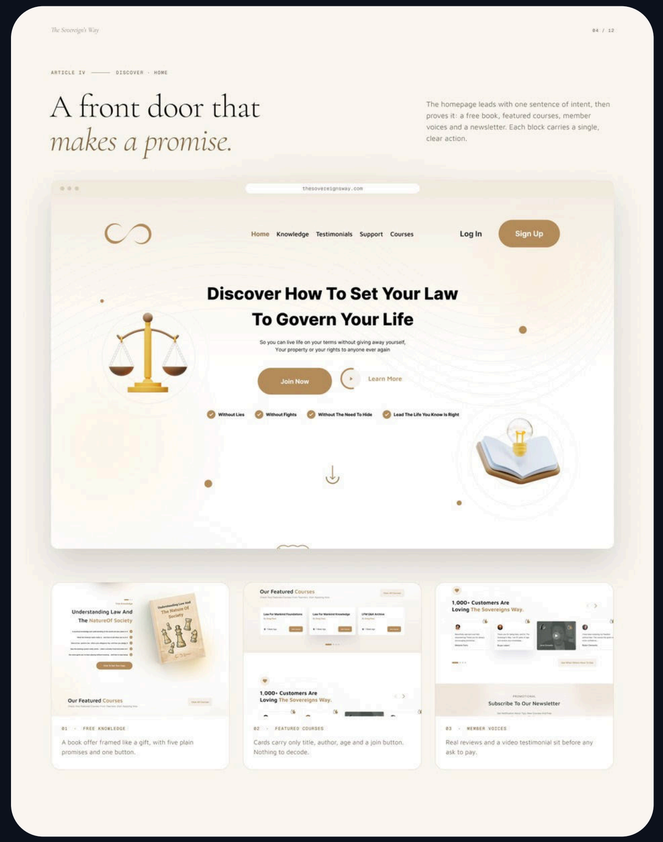
THE SOVEREIGN'S WAY · 2 / 3 · CHALLENGE & APPROACH

The challenge.

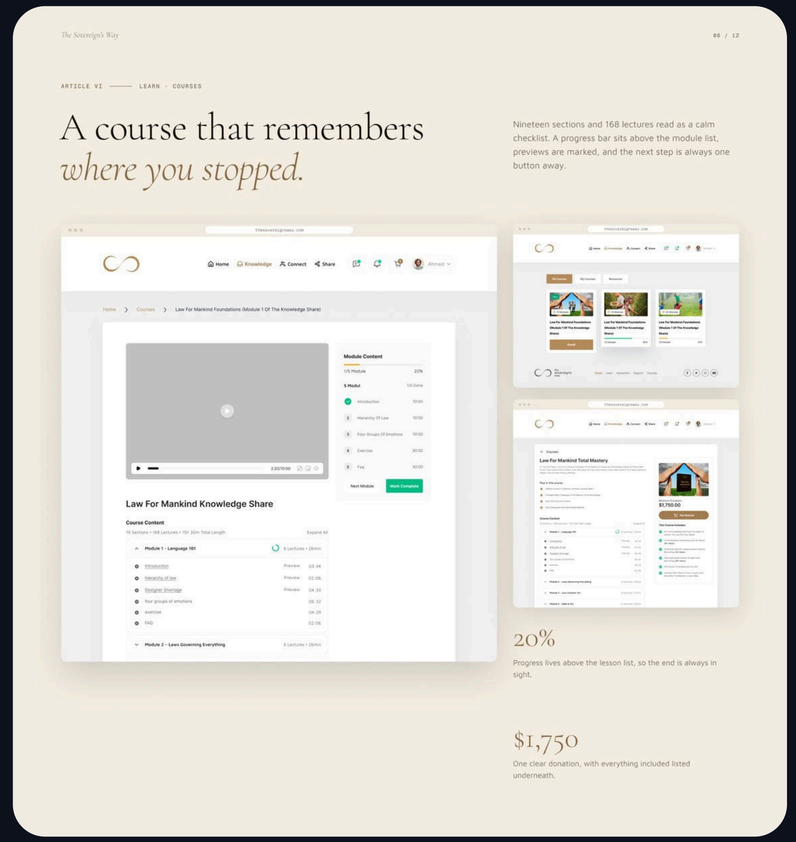
A members' platform teaches how law, money and society work, and the learning had to feel personal, not like a library.

MY APPROACH

UX, UI and a design system organised as one member journey: discover, read, learn, belong, own it.



Discover · Home



Learn · Courses

THE SOVEREIGN'S WAY · 3 / 3 · SOLUTION

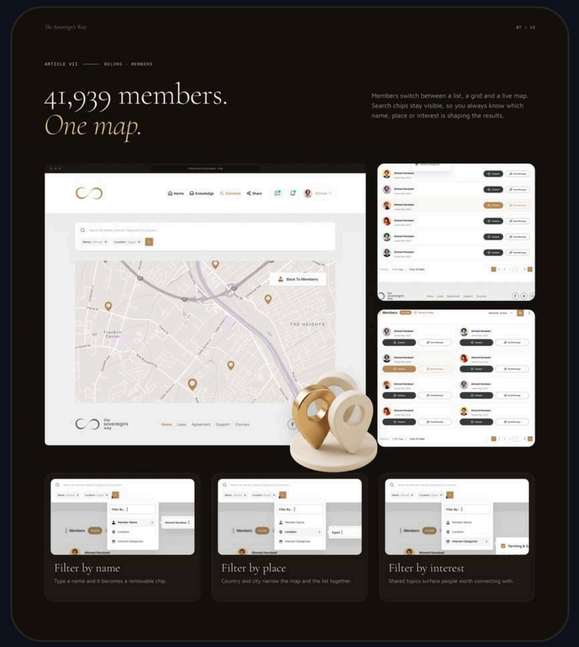
The solution.

Free books, self-paced courses, a member map and a profile of your own, in one English product UI.

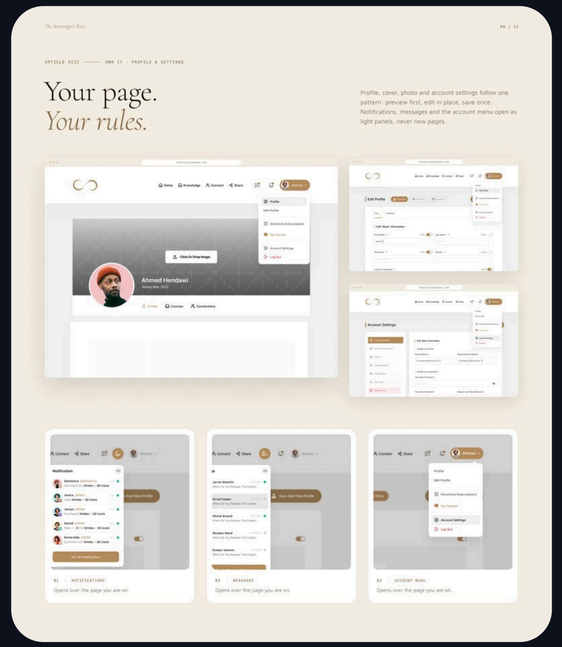
Additional project details available on request.

Happy to walk you through the full case study.

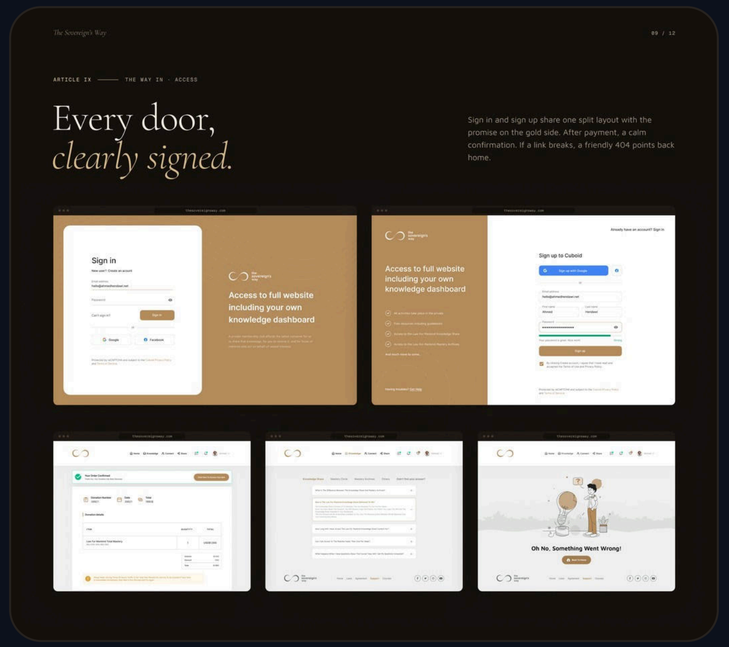
Get in touch →



Belong · Members



Own it · Profile



The way in · Access

04 · COMMERCE, LEARNING & CONTENT · 21 / 29

Mawhoobeen

Heard, finally.

A Bahraini, Arabic-only platform that connects voice-over artists, singers, narrators and dubbing actors with the people looking for them.

Scope · Original landing page · new pages and mobile screens designed for the case study

PRODUCT	PLATFORM
Voice-talent web platform	Web · Mobile
SECTOR	**DESIGNED BY**
Creative talent	Ahmed Hendawi

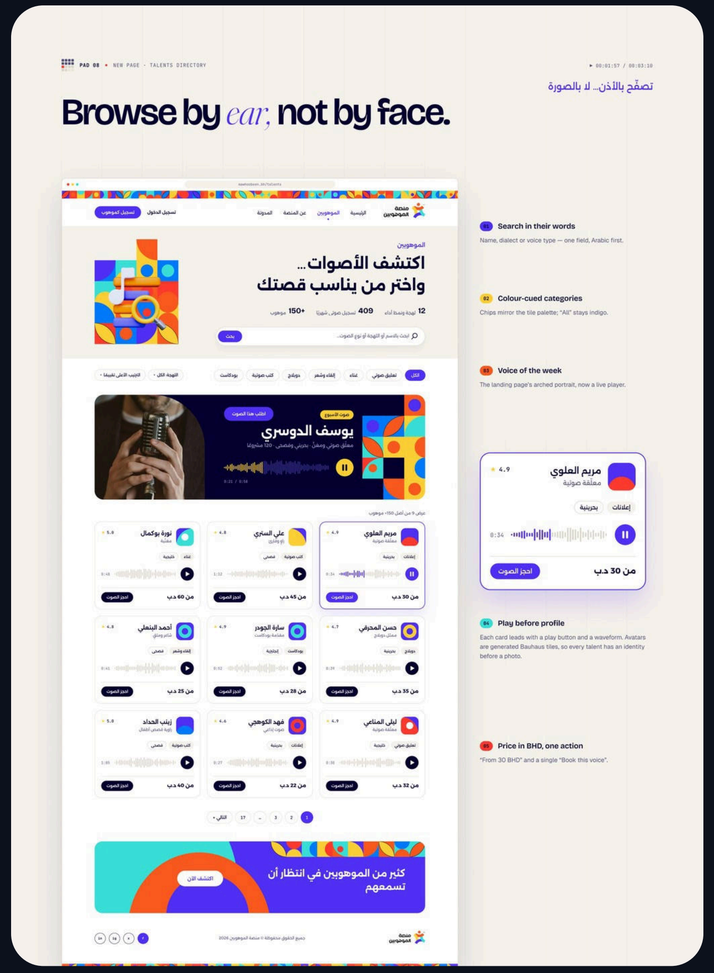
MAWHOOBEEN · 2 / 3 · CHALLENGE & APPROACH

The challenge.

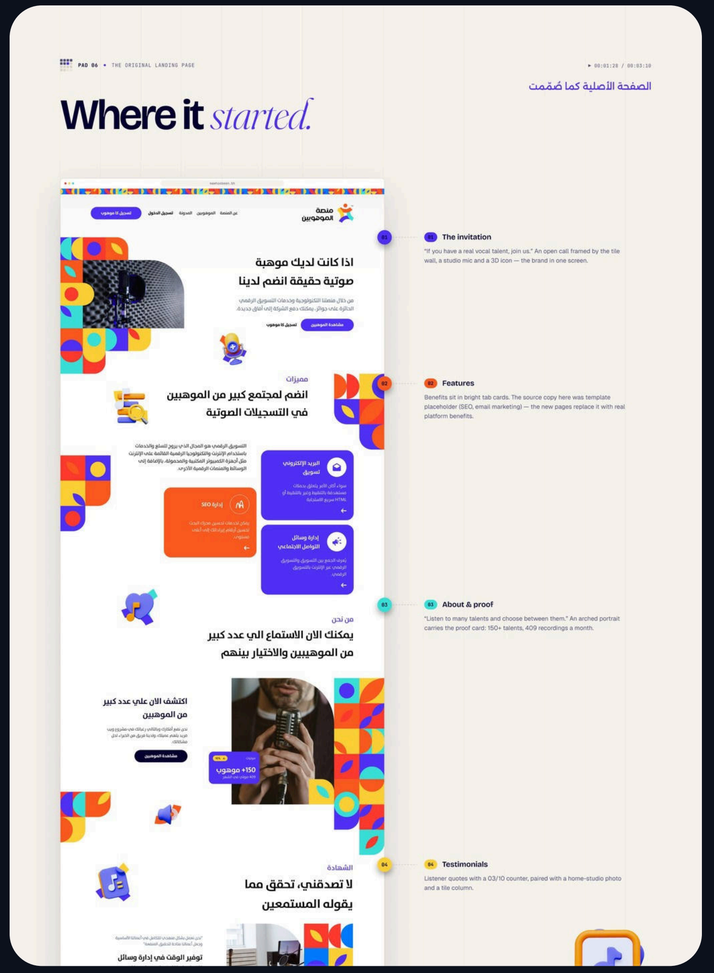
Voice-over artists, singers, narrators and dubbing actors in Bahrain were hard to find, and hard to hear before booking.

MY APPROACH

Starting from the original landing page, I designed new pages and mobile screens that let people browse talent by ear.



Talents · Browse by ear



The original landing page

MAWHOOBEEN · 3 / 3 · SOLUTION

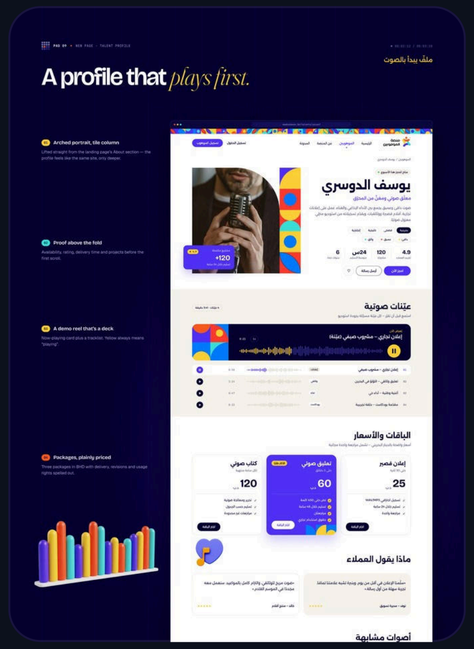
The solution.

An Arabic-only directory, talent profiles and a join flow, built on the brand's Bauhaus tiles.

Additional project details available on request.

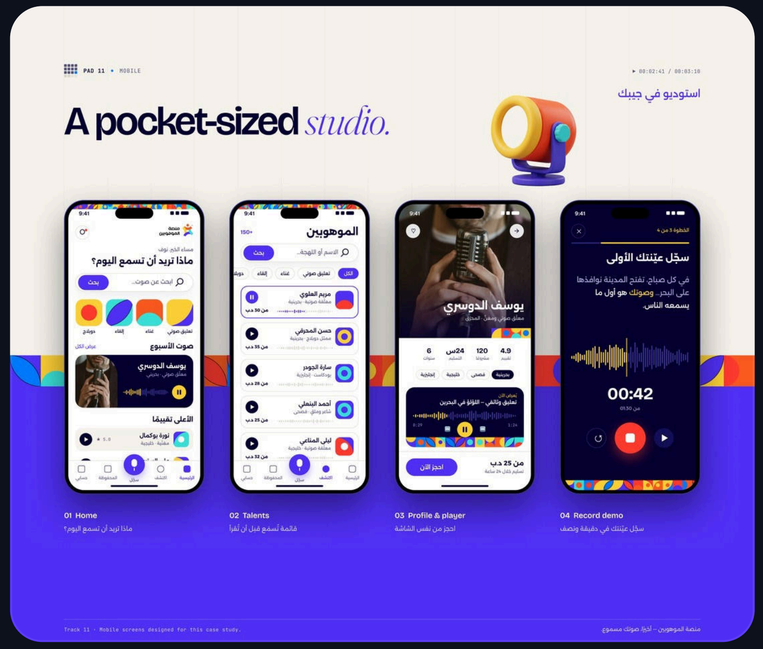
Happy to walk you through the full case study.

Get in touch →



Talent profile

Join as talent



Mobile

CHAPTER 05 · 8 PROJECTS

05

Events, institutions & brands

Bilingual websites for events, public institutions and studios.

22 Saudi Space Agency
23 Micro Shbab
24 HHSK
25 Mount
26 MustBee
27 Softimage
28 ASP
29 Ayen

05 · EVENTS, INSTITUTIONS & BRANDS · 22 / 29

Saudi Space Agency

From desk to orbit.

An Arabic-first website inviting Arab students aged 6 to 18 to send a drawing, a plant experiment or an engineering experiment to the International Space Station.

Scope · Landing V1 to V4 delivered, V4 shipped · three new pages are case-study proposals · not an official SSA site

PRODUCT	PLATFORM
Madak Space competition website	Web · Responsive
SECTOR	**DESIGNED BY**
Space & education	Ahmed Hendawi

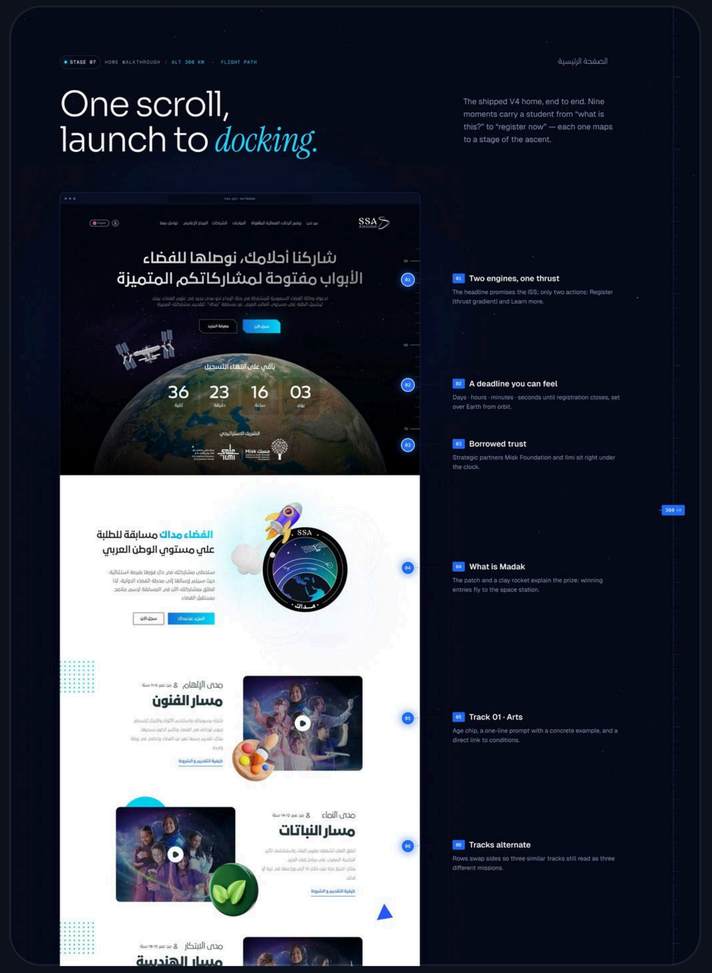
SAUDI SPACE AGENCY · 2 / 3 · CHALLENGE & APPROACH

The challenge.

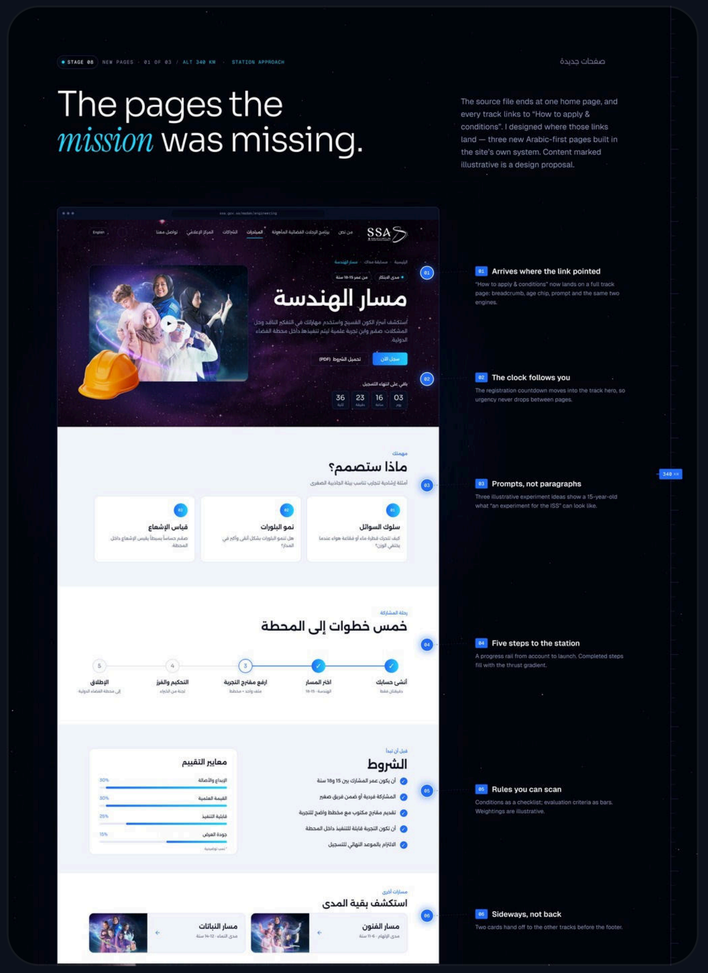
The Madak competition invites Arab students aged 6 to 18 to send experiments to the International Space Station, and the path in had to be simple.

MY APPROACH

Landing V1 to V4 were delivered and V4 shipped. Three further pages are case-study proposals. Not an official SSA site.



Home walkthrough



Track detail

SAUDI SPACE AGENCY · 3 / 3 · SOLUTION

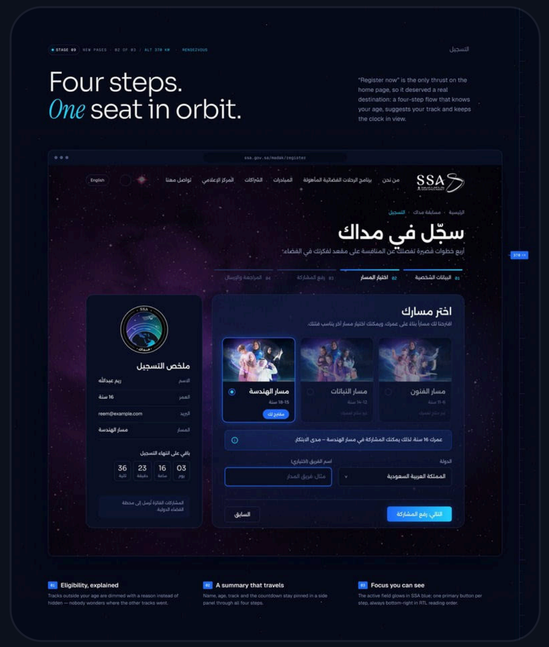
The solution.

An Arabic-first journey from the home page to track details and registration, sized for phones.

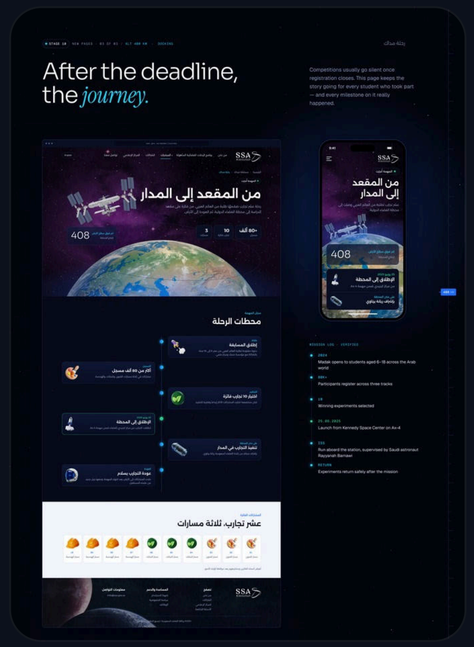
Additional project details available on request.

Happy to walk you through the full case study.

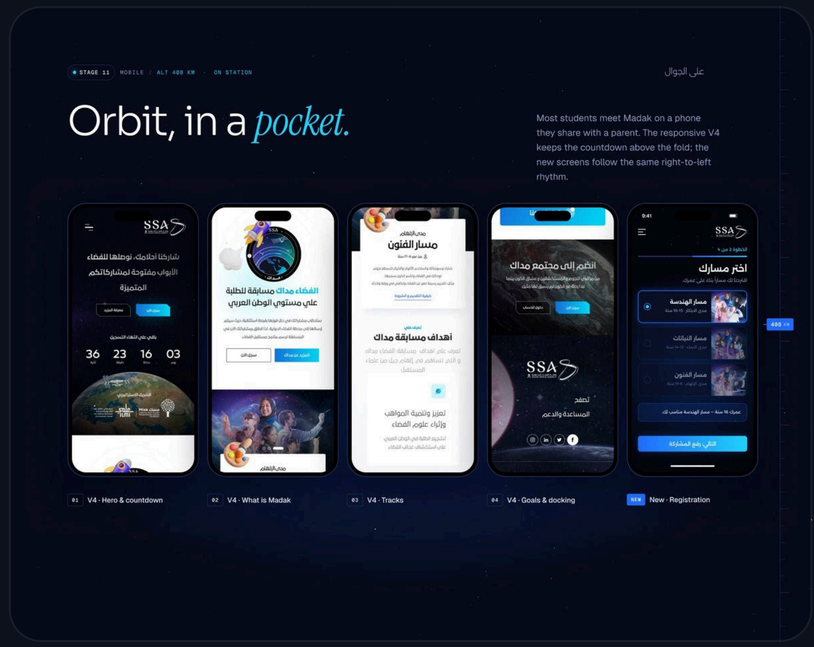
Get in touch →



Registration



Mission journey



Mobile

05 · EVENTS, INSTITUTIONS & BRANDS · 23 / 29

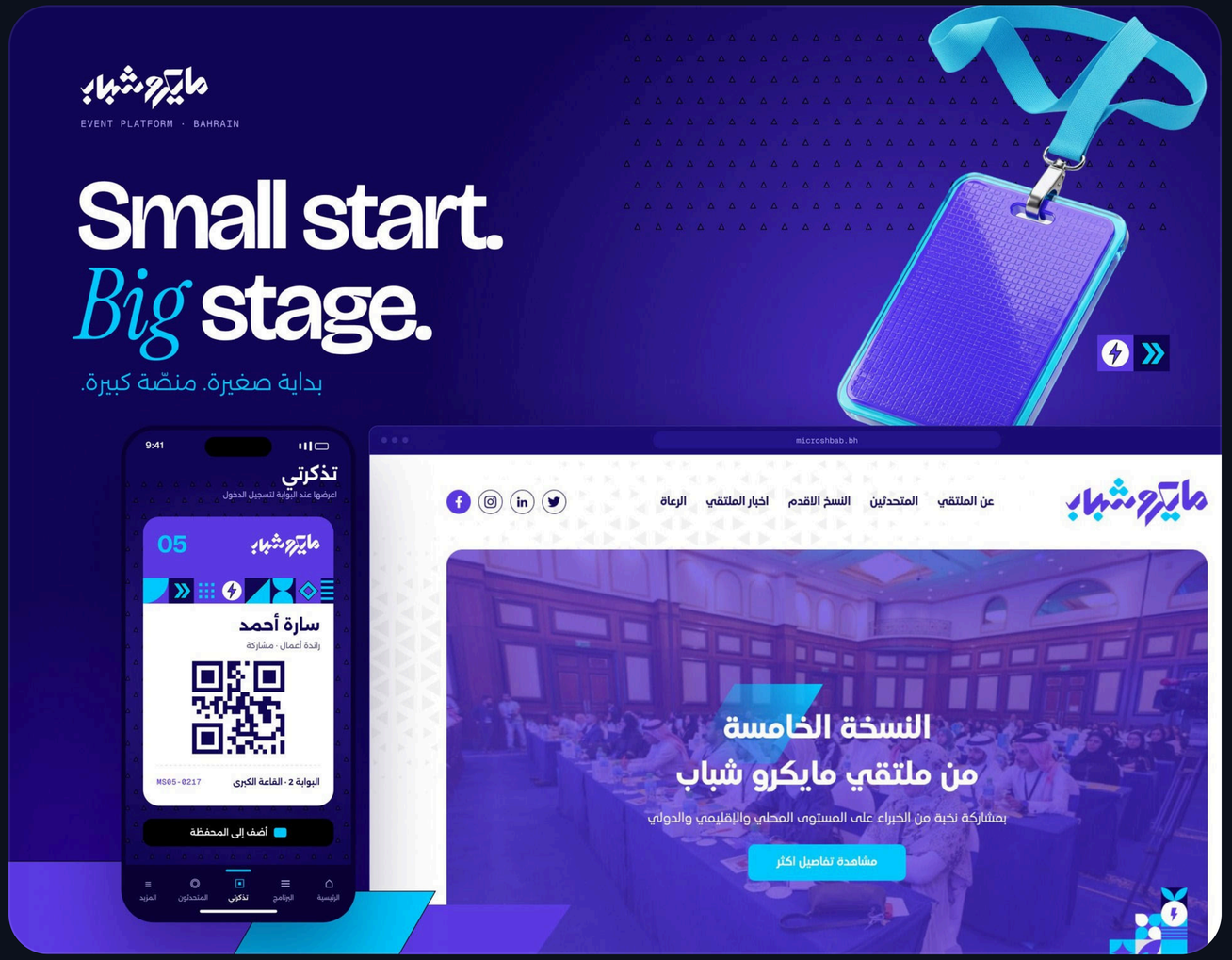
Micro Shbab

Small start. Big stage.

The youth entrepreneurship forum of the Future Society for Youth, Bahrain: a landing review, agenda, speaker and registration pages, app screens and a digital pass.

Scope · Landing review + new pages · sample data

PRODUCT	PLATFORM
Youth entrepreneurship forum	Web · App
SECTOR	**MY ROLE**
Events · Bahrain	Senior Product Designer



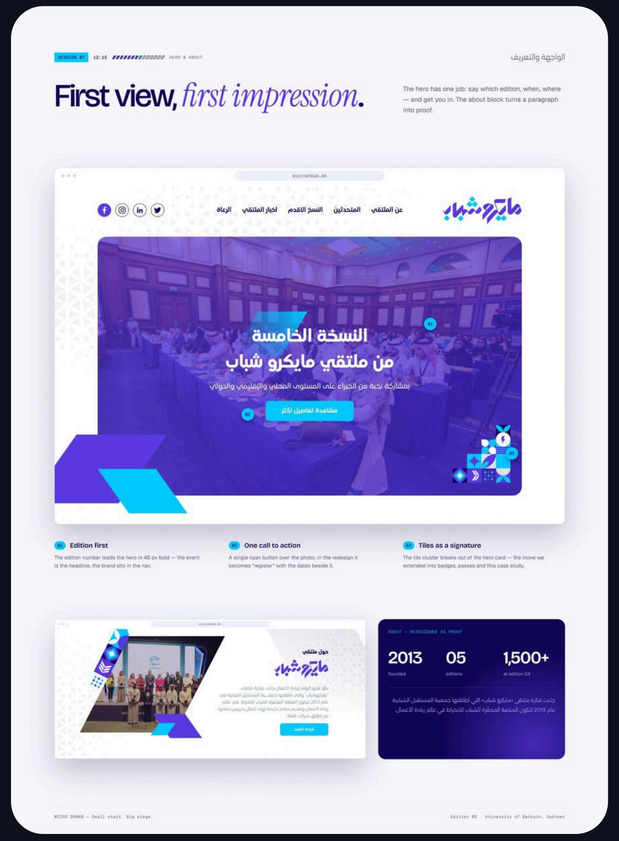
MICRO SHBAB · 2 / 3 · CHALLENGE & APPROACH

The challenge.

A youth entrepreneurship forum had a landing page, but attendees also needed an agenda, speakers and a way to register.

MY APPROACH

I reviewed the landing page and added the pages and app screens the event needed next.



Hero & about

Identity

MICRO SHBAB · 3 / 3 · SOLUTION

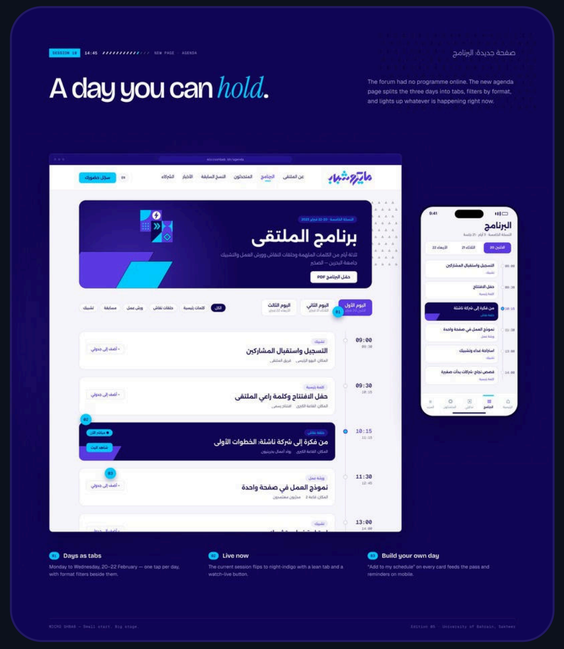
The solution.

Agenda, speaker profile, registration, app screens and a digital pass, in English and Arabic.

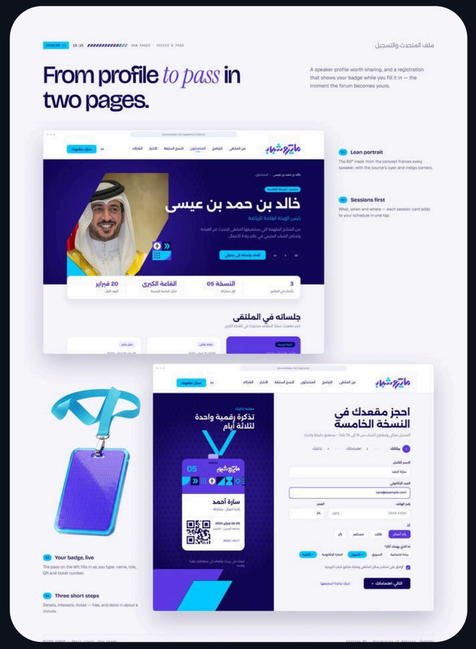
Explore the full project →

View the complete case study on my website.

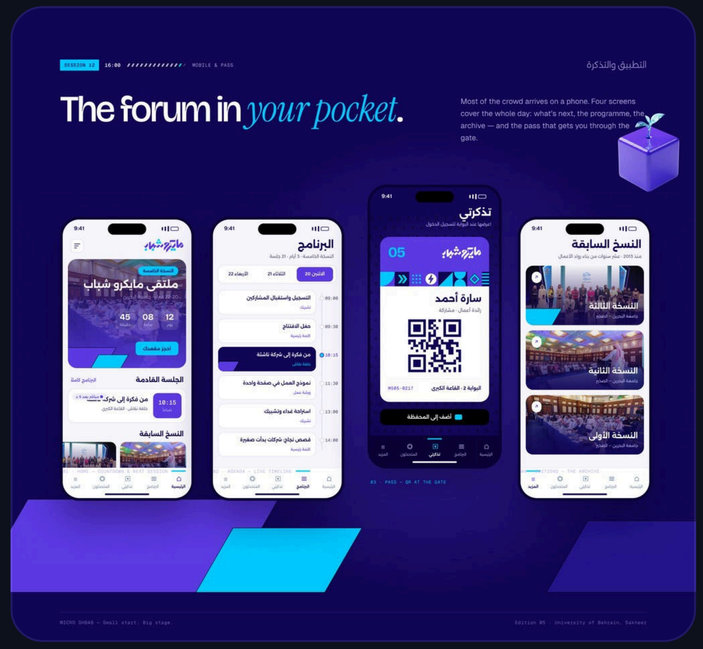
ahmedhendawi.com · Micro Shbab



New page: Agenda



New pages: Speaker & registration



Mobile & pass

05 · EVENTS, INSTITUTIONS & BRANDS · 24 / 29

HHSK

حضورٌ بحدٍّ من ذهب

The redesign of the official website of HH Shaikh Khalid bin Hamad Al Khalifa: an Arabic-first identity with a gold edge.

Scope · Arabic-first edition of the Behance presentation

PRODUCT	PLATFORM
Official website redesign	Web
SECTOR	DESIGNED BY
Public figure · Bahrain	Ahmed Hendawi

HHSK · 2 / 3 · CHALLENGE & APPROACH

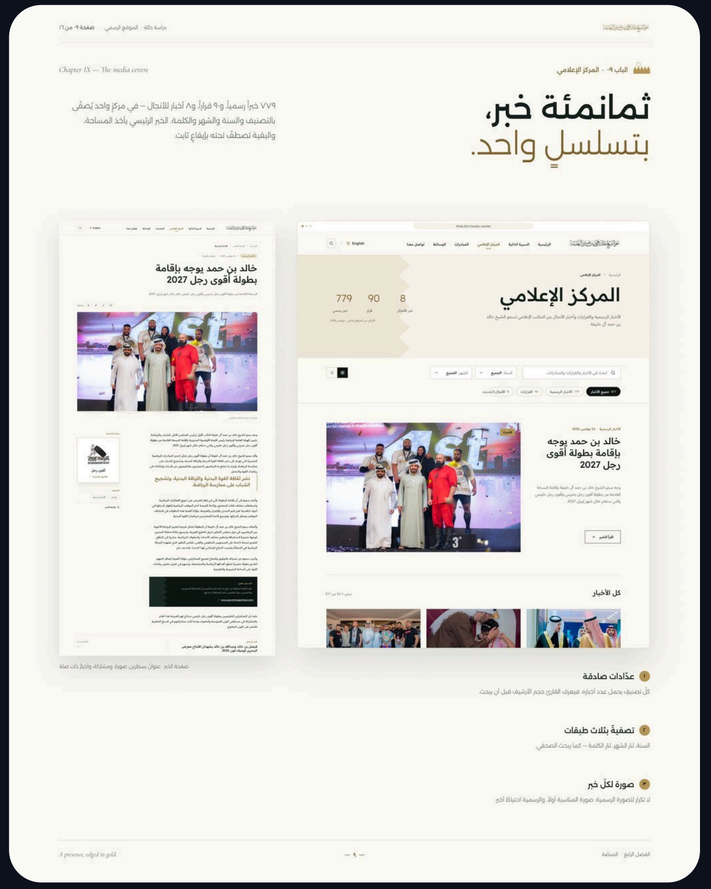
The challenge.

An official website for a public figure has to carry dignity and a large archive without feeling heavy.

MY APPROACH

An Arabic-first identity with one restrained gold line, applied to the biography, the media centre and the archive.

The biography · السيرة



The media centre · المركز الإعلامي

HHSK · 3 / 3 · SOLUTION

The solution.

Biography, media centre, image and sound, a mobile edition and an English twin.

Additional project details available on request.

Happy to walk you through the full case study.

Get in touch →

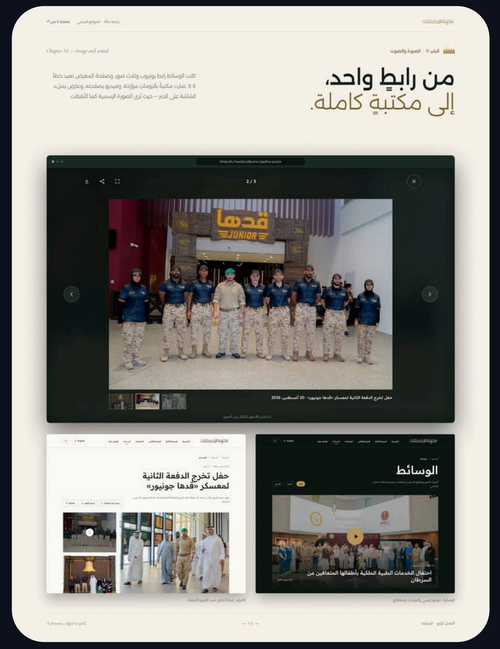
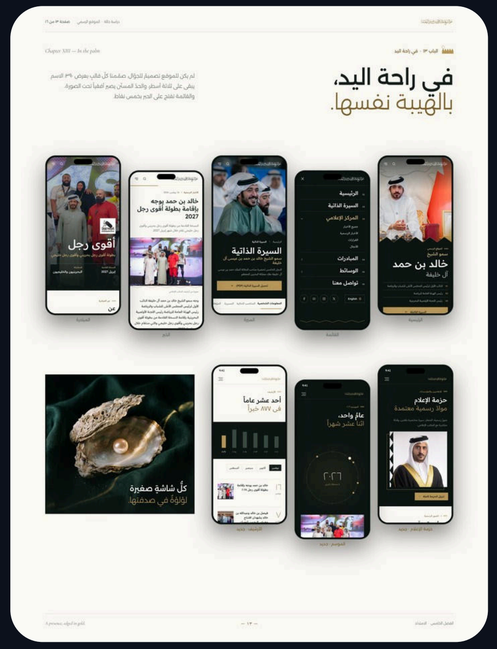
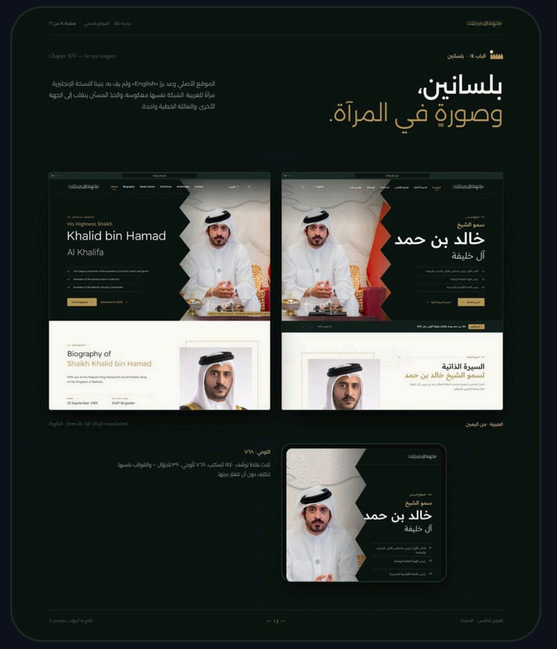


Image and sound · الصورة والصوت



In the palm · في راحة اليد



In two tongues · بلسانين

05 · EVENTS, INSTITUTIONS & BRANDS · 25 / 29

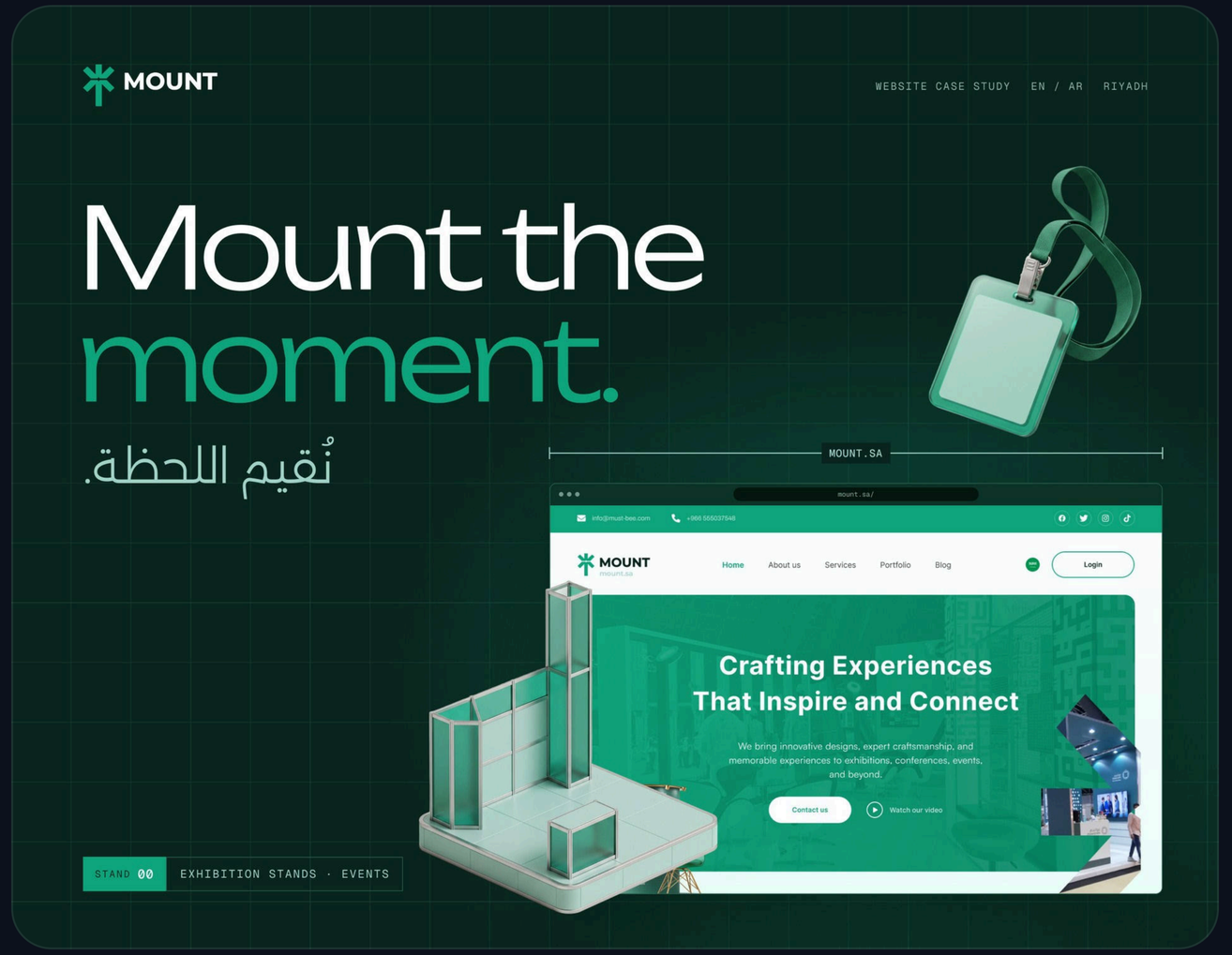
Mount

Mount the moment.

A bilingual website for a Riyadh studio that designs, builds and installs exhibition stands, told as a stand going up from thirty days out to doors open.

Scope · Website only · EN & AR page captures · demo only

PRODUCT	PLATFORM
Bilingual exhibition-studio website	Web
SECTOR	**DESIGNED BY**
Exhibitions & events	Ahmed Hendawi



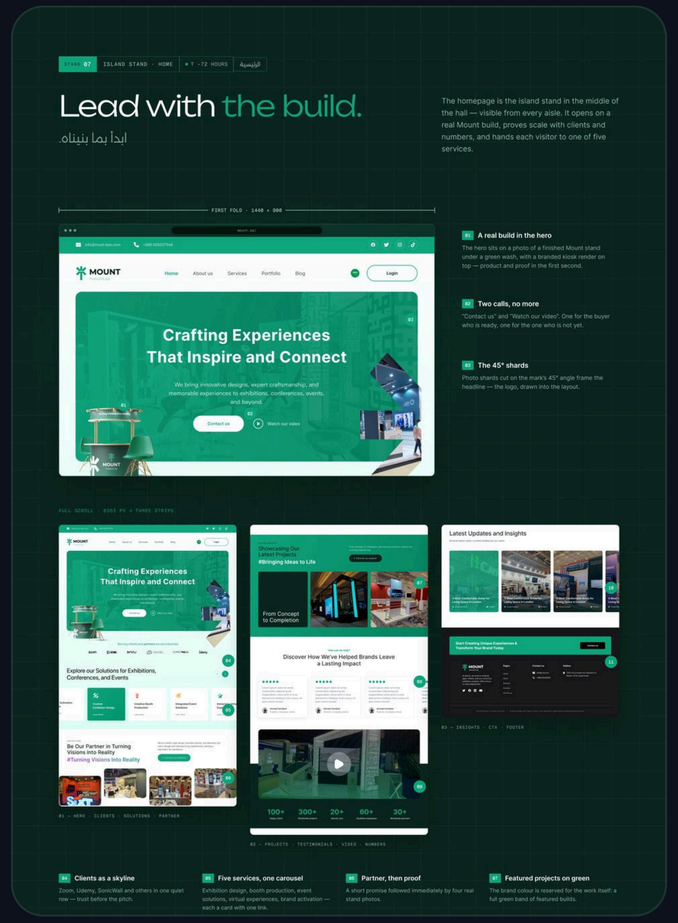
MOUNT · 2 / 3 · CHALLENGE & APPROACH

The challenge.

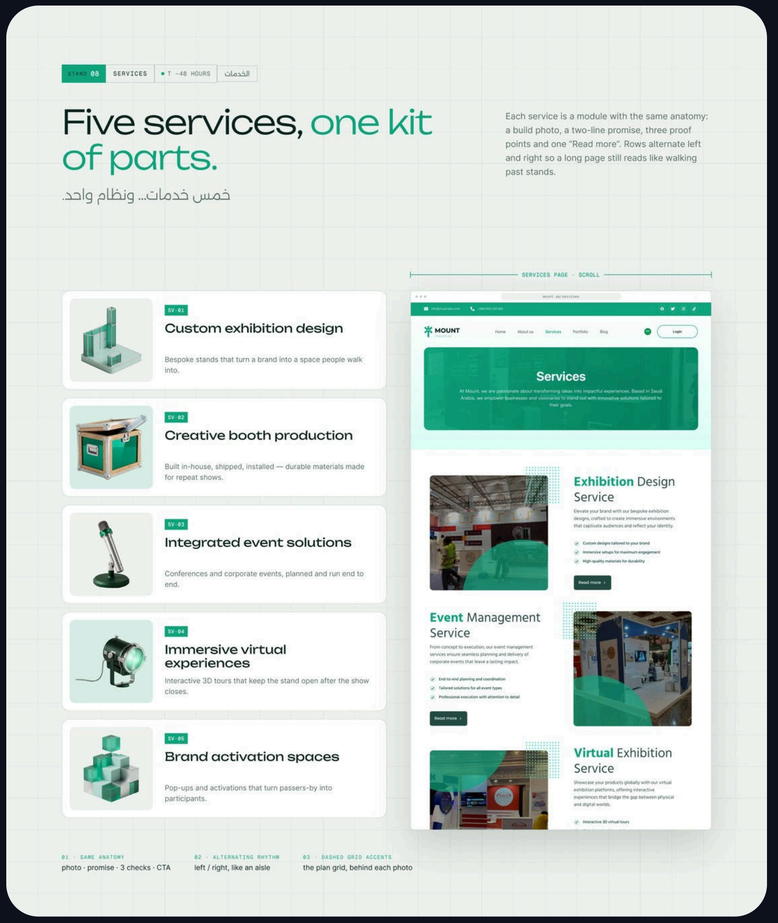
An exhibition studio sells a process clients rarely see: thirty days of design, build and install before the doors open.

MY APPROACH

A bilingual website told as a stand going up, from the home page to services, the work wall and back of house.



Island stand · Home



Five services, one kit

MOUNT · 3 / 3 · SOLUTION

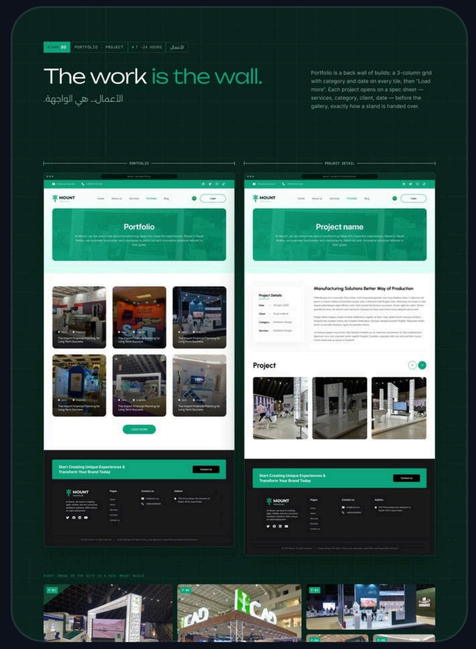
The solution.

Five services in one kit, a work wall of builds and full English and Arabic front doors.

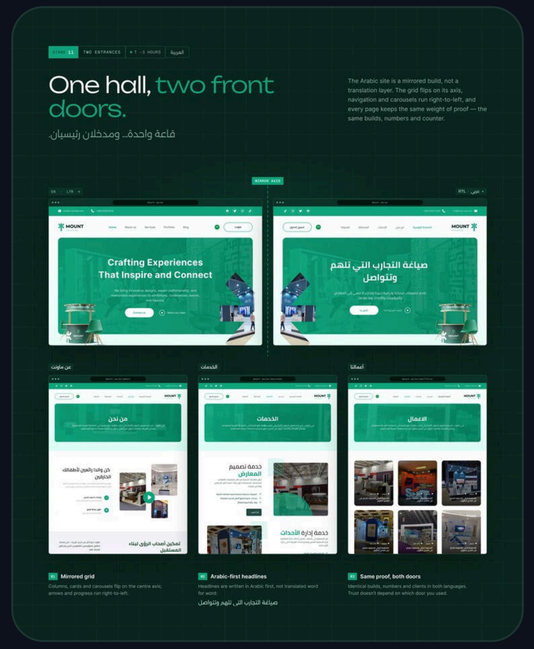
Additional project details available on request.

Happy to walk you through the full case study.

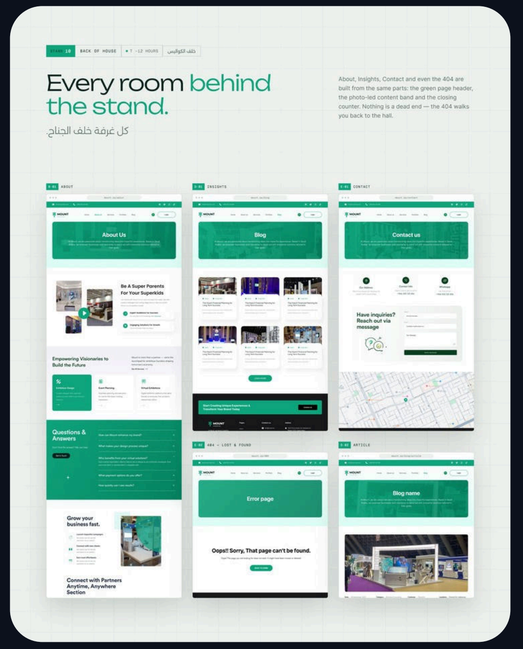
Get in touch →



The work wall



Two front doors · Arabic



Back of house

05 · EVENTS, INSTITUTIONS & BRANDS · 26 / 29

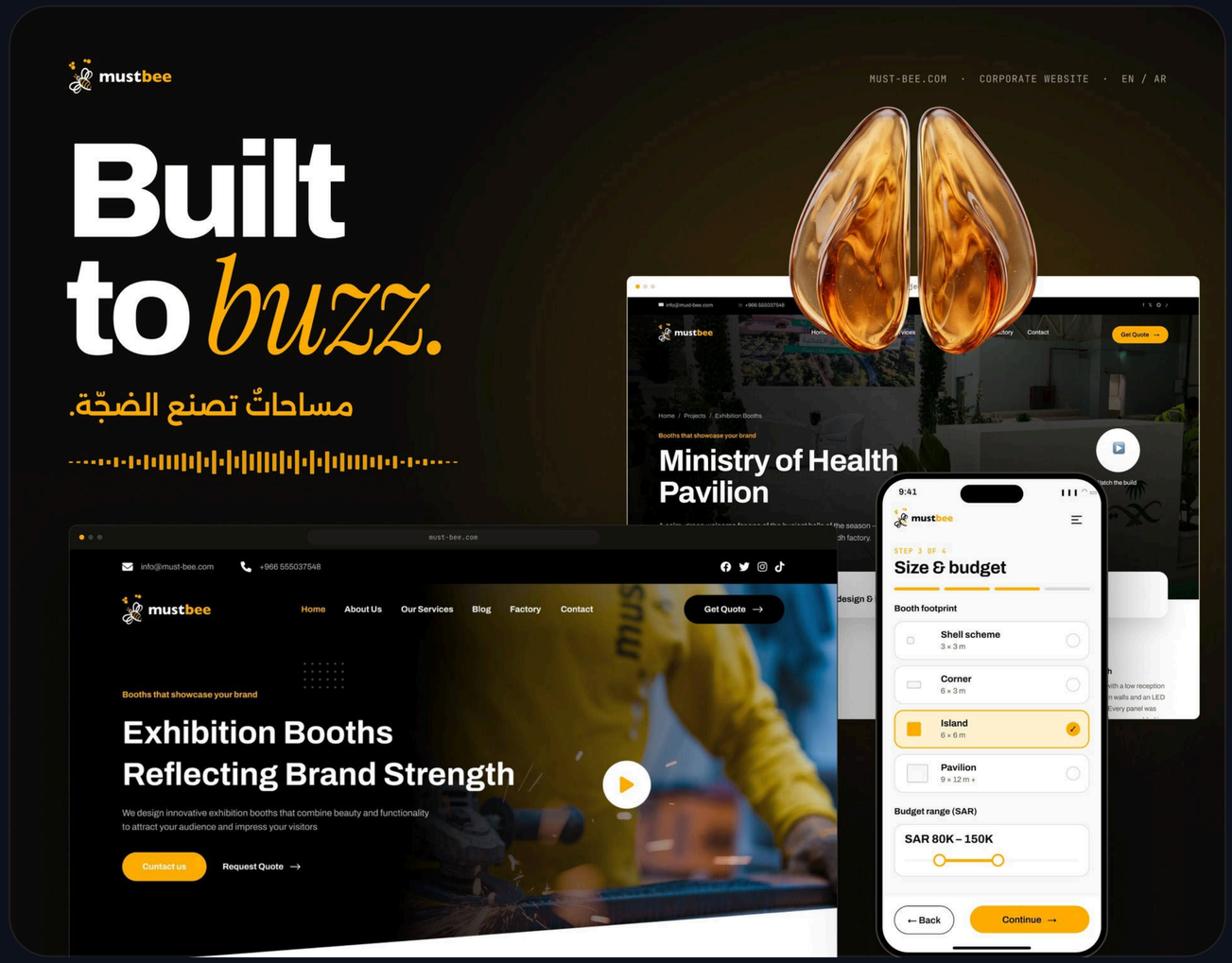
MustBee

Built to buzz.

A Riyadh company that designs booths, runs events and builds in its own factory: a corporate website review, a project story and a booth quote builder.

Scope · Website review + two proposed pages · demo only

PRODUCT	PLATFORM
Exhibitions, events & fit-out	Web · Responsive
SECTOR	**DESIGNED BY**
Events & build	Ahmed Hendawi



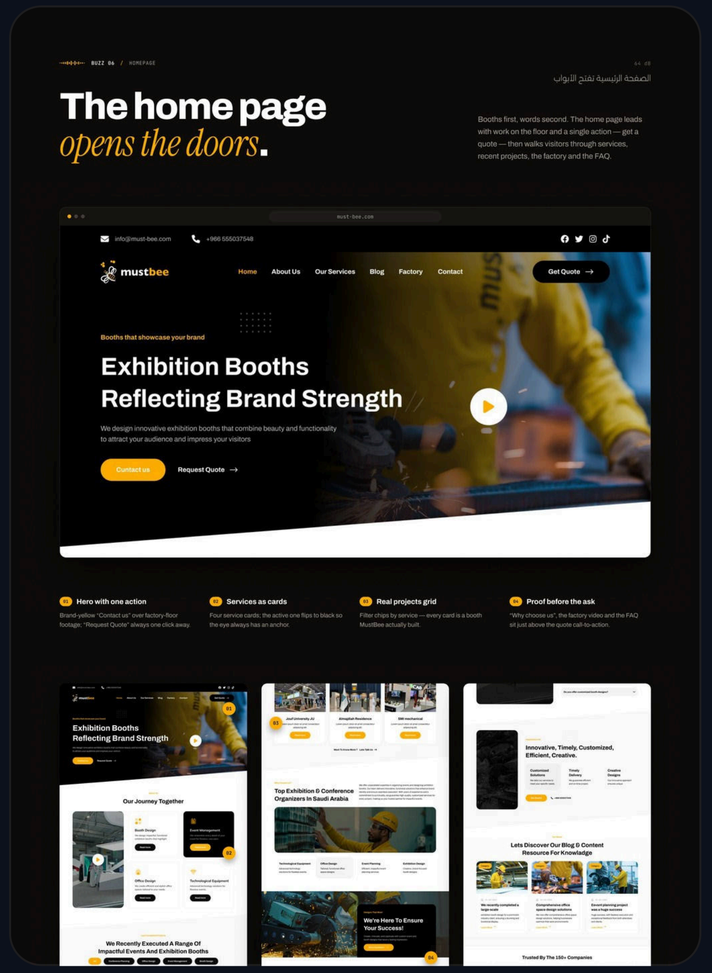
MUSTBEE · 2 / 3 · CHALLENGE & APPROACH

The challenge.

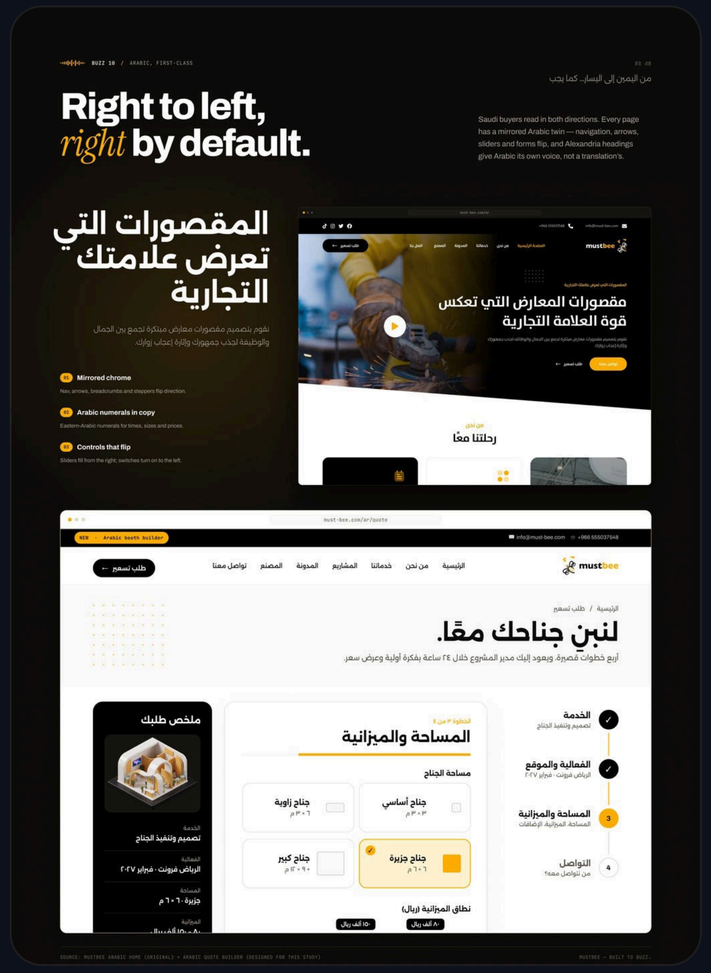
A company that designs booths, runs events and builds in its own factory needed its website to show all three.

MY APPROACH

A corporate website review plus two proposed pages: a project story from brief to handover and a booth quote builder.



Homepage



Arabic RTL

MUSTBEE · 3 / 3 · SOLUTION

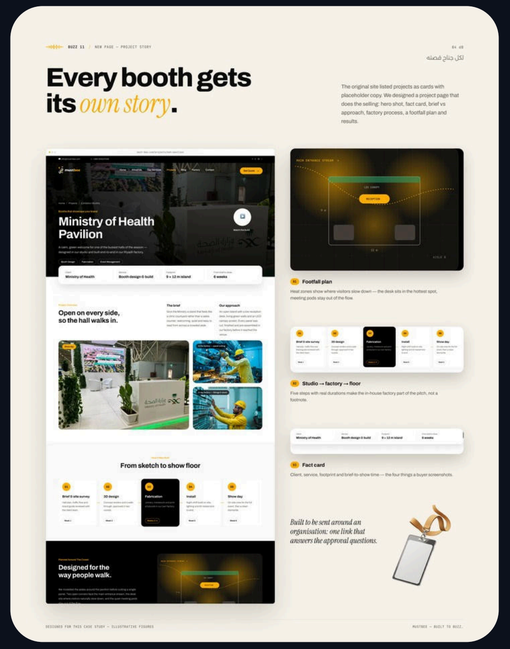
The solution.

Homepage, Arabic RTL, a project story, a four-step quote builder and mobile. Demo only.

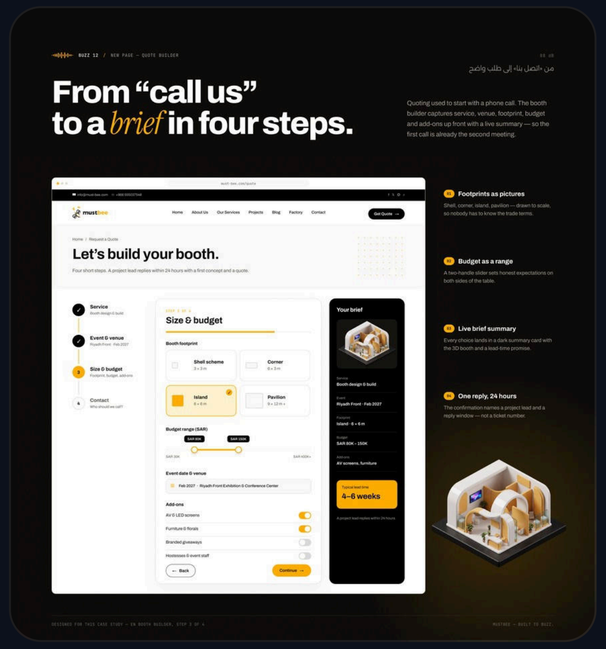
Additional project details available on request.

Happy to walk you through the full case study.

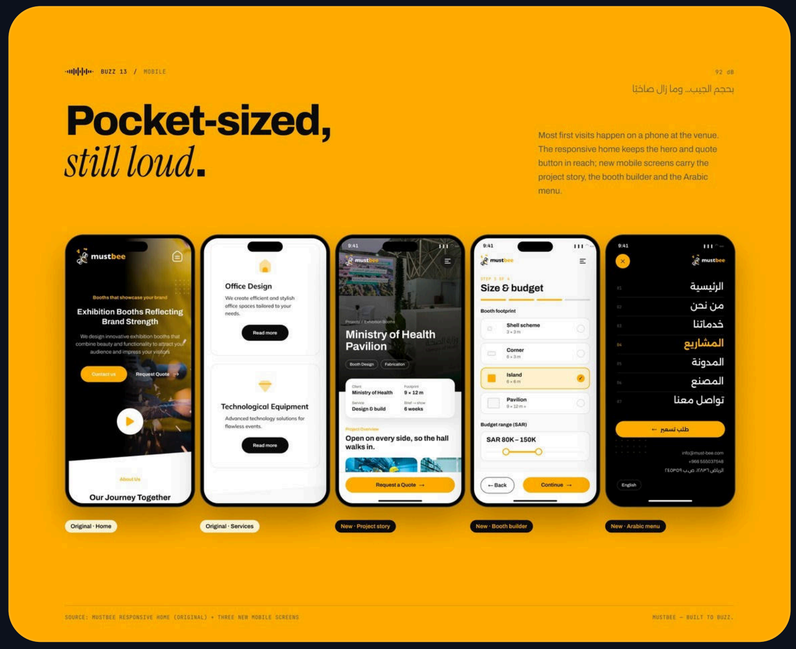
Get in touch →



New project story



New quote builder



Mobile

05 · EVENTS, INSTITUTIONS & BRANDS · 27 / 29

Softimage

Picture this.

A Riyadh events, exhibitions and production agency: the existing Arabic home page plus five new sub-pages and Arabic mobile screens, designed like a camera viewfinder.

Scope · Existing home + five new sub-pages · Arabic mobile · demo only

PRODUCT
Events & production agency website

PLATFORM
Web · Responsive

SECTOR
Events & exhibitions

MY ROLE
Senior Product Designer

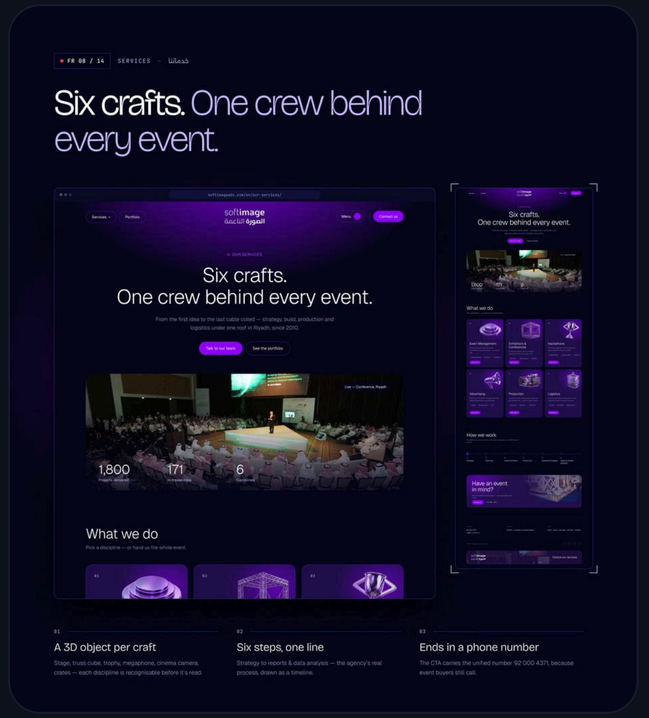
SOFTIMAGE · 2 / 3 · CHALLENGE & APPROACH

The challenge.

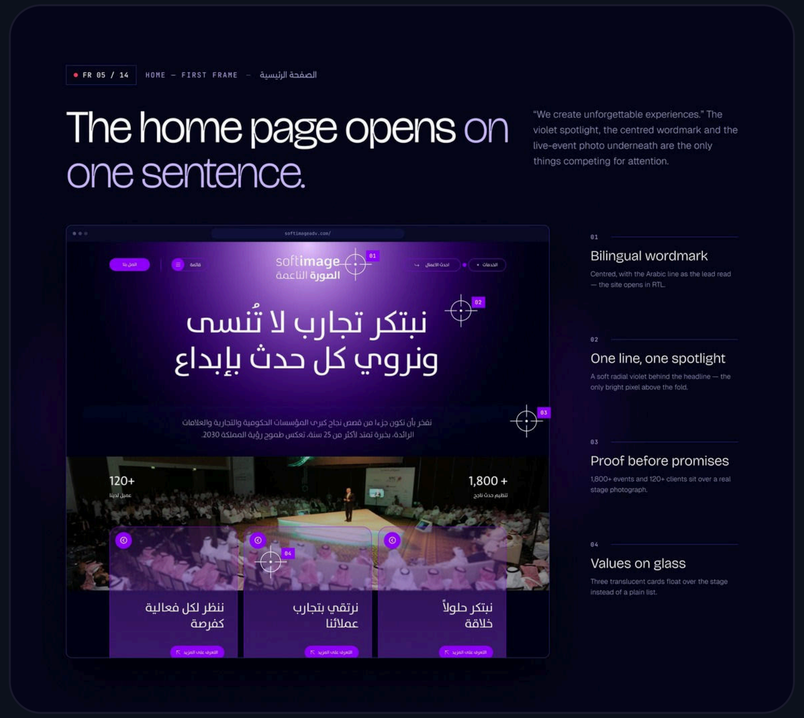
An events and production agency had a strong Arabic home page but no pages that explained its six crafts.

MY APPROACH

I kept the existing home page and designed five new sub-pages and Arabic mobile screens, framed like a camera viewfinder.



Services · six crafts



Home · first frame

SOFTIMAGE · 3 / 3 · SOLUTION

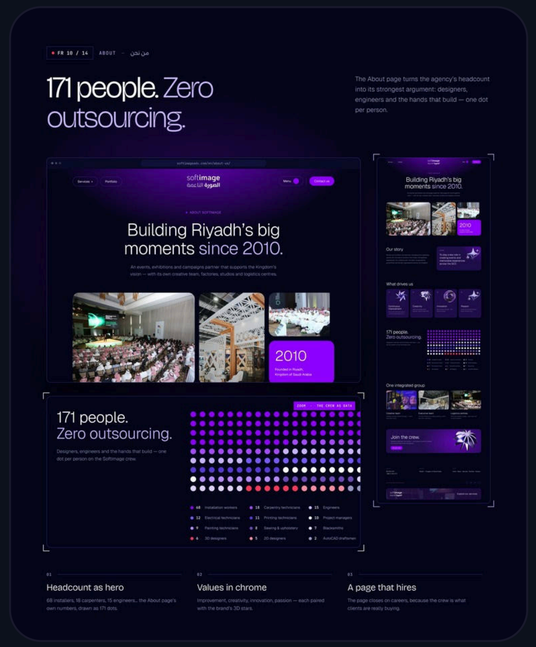
The solution.

Services, about, portfolio and contact, plus right-to-left mobile screens. Demo only.

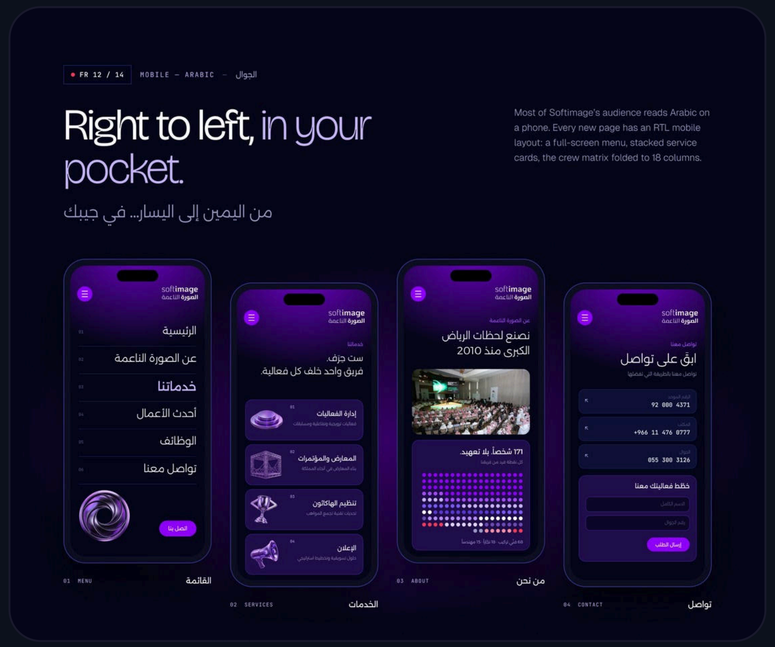
Explore the full project →

View the complete case study on my website.

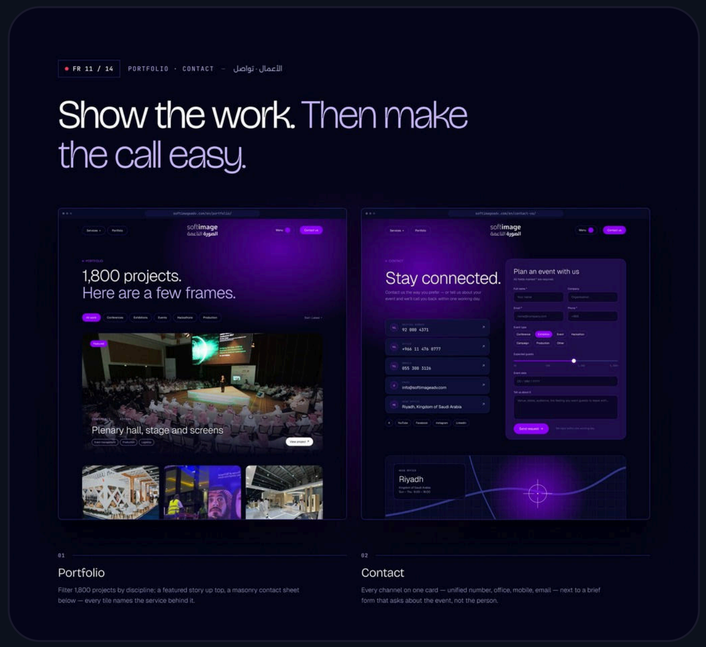
ahmedhendawi.com · Softimage



About · 171 people



Right to left · mobile



Portfolio & contact

05 · EVENTS, INSTITUTIONS & BRANDS · 28 / 29

ASP

Evolution, in steps.

A bilingual website for Alawadi Strategic Partners, a UAE and Saudi consultancy, where the brand's stepped notch becomes the system: every page a step.

Scope · 11 original desktop frames · 7 new screens designed for the case study

PRODUCT	PLATFORM
Management consultancy website	Web · Responsive
SECTOR	**DESIGNED BY**
Management consulting	Ahmed Hendawi

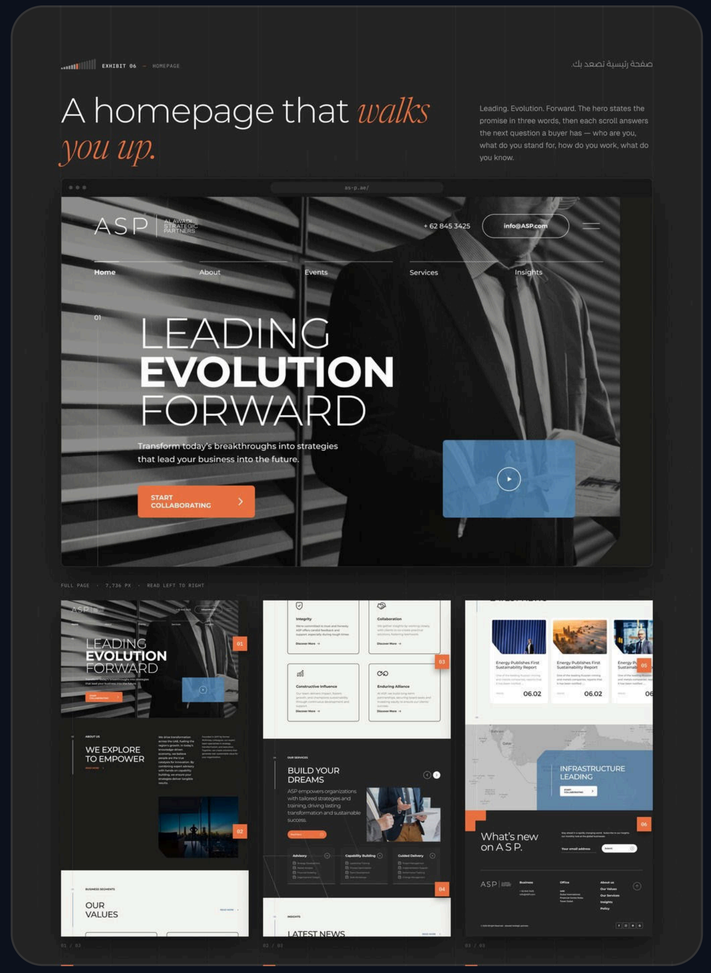
ASP · 2 / 3 · CHALLENGE & APPROACH

The challenge.

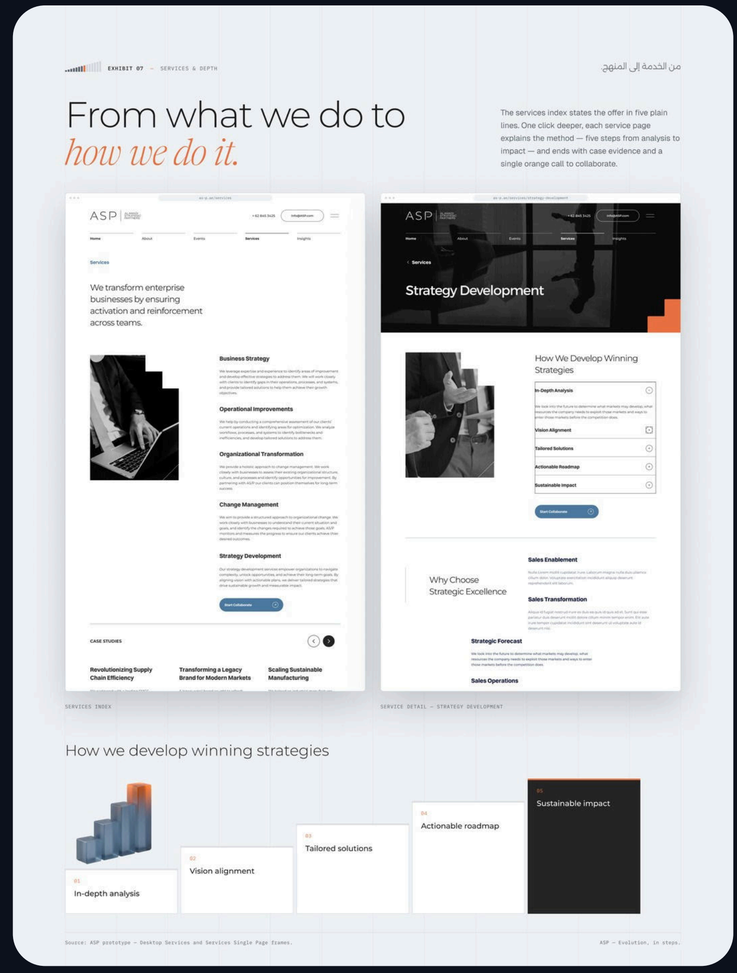
A UAE and Saudi consultancy needed a bilingual website that explains its offer without consulting jargon.

MY APPROACH

The brand's stepped notch becomes the system, so every page reads as a step. 11 original frames plus 7 new screens for the case study.



Homepage



Services

ASP · 3 / 3 · SOLUTION

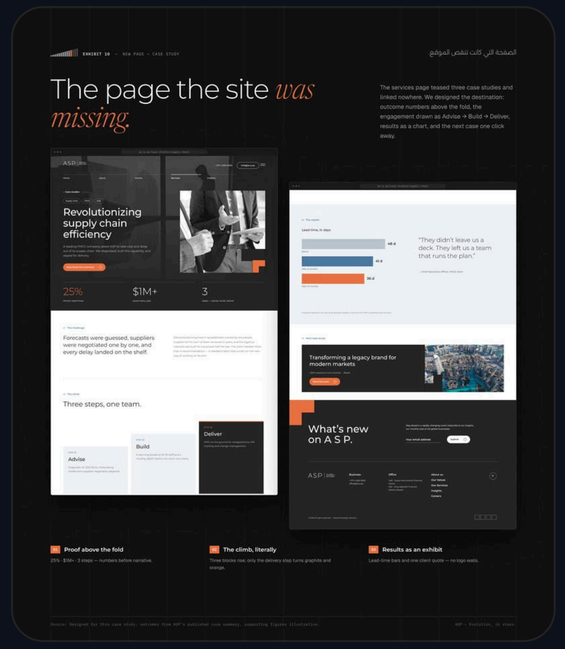
The solution.

Homepage, services, a new case-study page, careers in Arabic and a mobile component set.

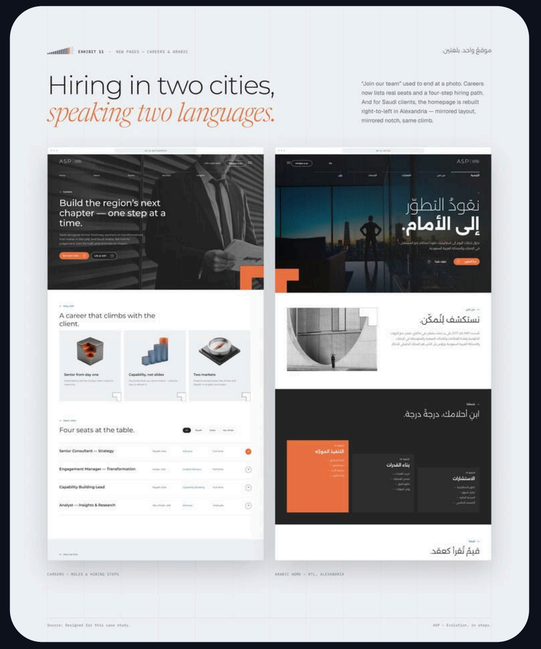
Additional project details available on request.

Happy to walk you through the full case study.

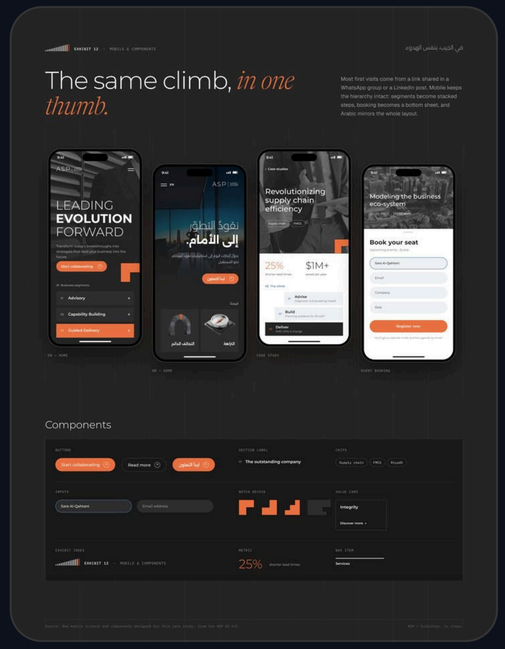
Get in touch →



New page · Case study



Careers & Arabic



Mobile & components

05 · EVENTS, INSTITUTIONS & BRANDS · 29 / 29

Ayen

Score before you sign.

A Saudi property-inspection platform: a review of the Arabic landing page plus a living report page, a four-step booking flow and mobile-web screens.

Scope · Landing review + three proposals · sample report

PRODUCT Property-inspection platform	PLATFORM Web · Mobile web
SECTOR Real estate	MY ROLE Senior Product Designer

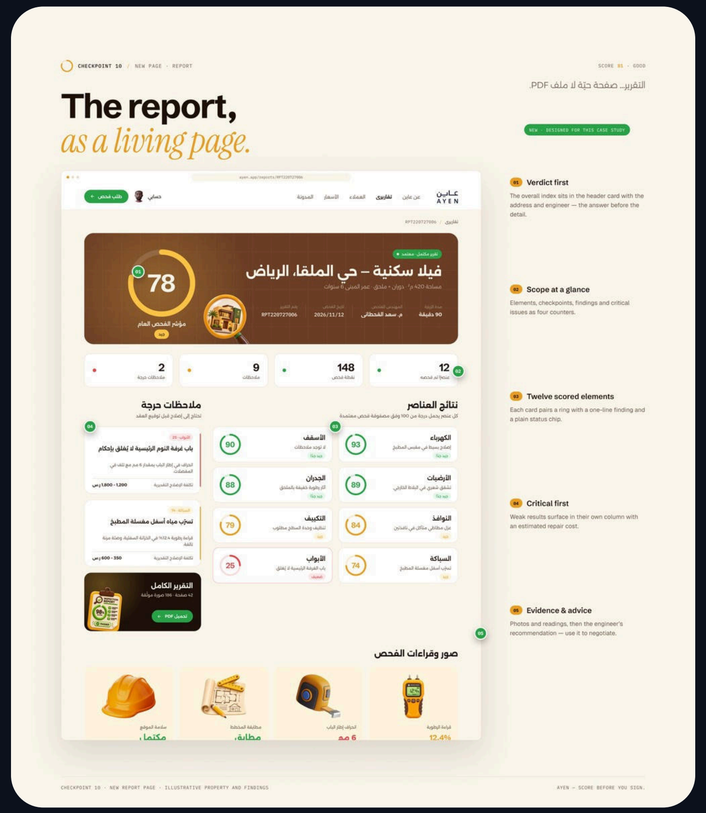
AYEN · 2 / 3 · CHALLENGE & APPROACH

The challenge.

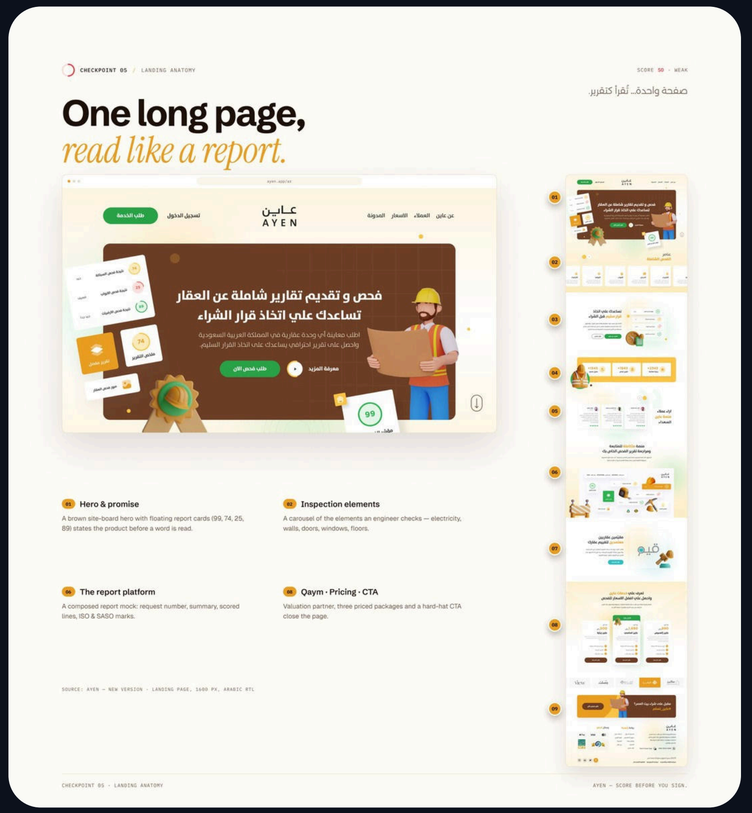
Buyers sign for a property before they understand its condition, and inspection reports are hard to read.

MY APPROACH

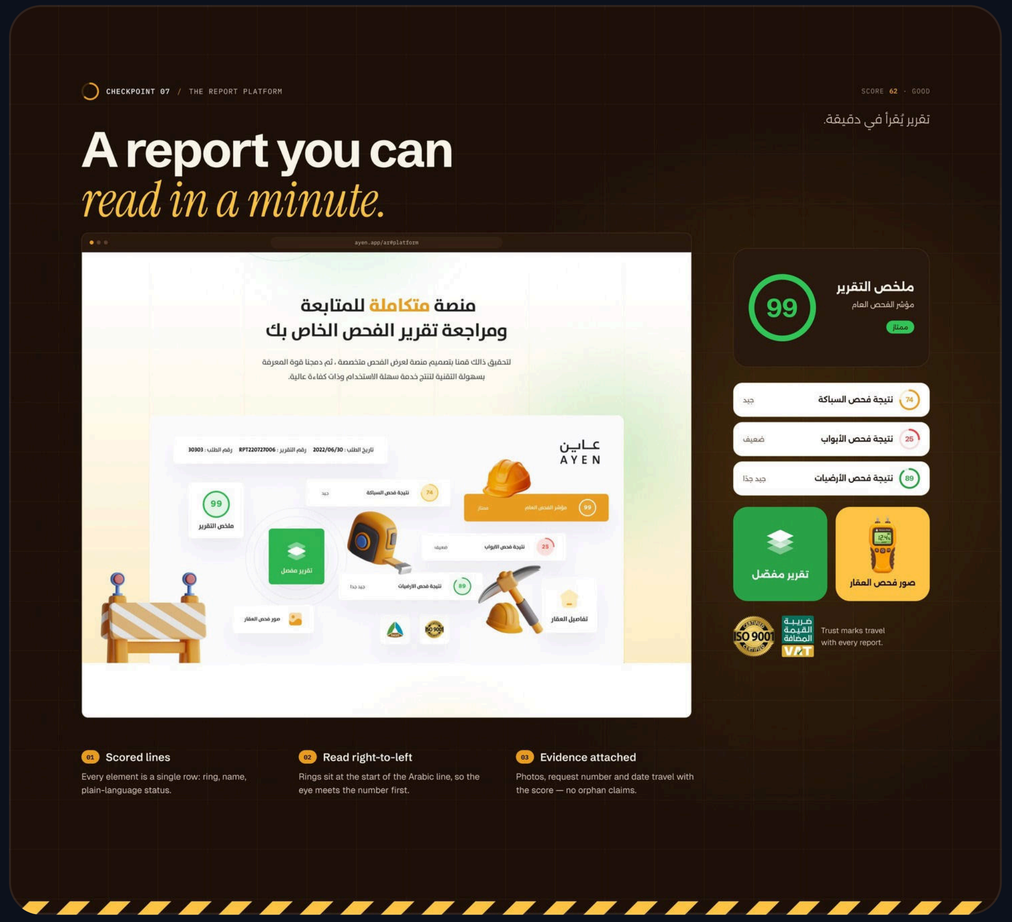
I reviewed the Arabic landing page and proposed three additions: a living report page, a four-step booking flow and mobile-web screens.



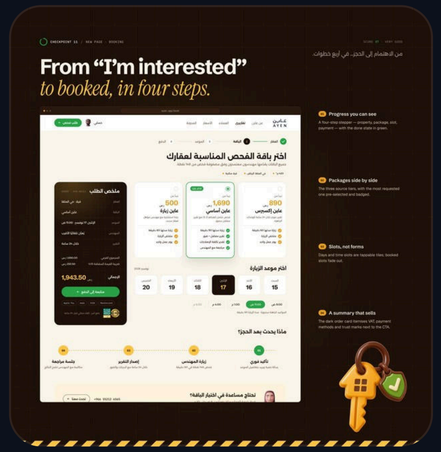
New report page



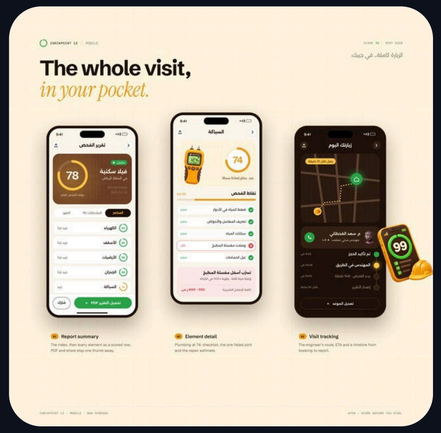
Landing



Report platform



New booking



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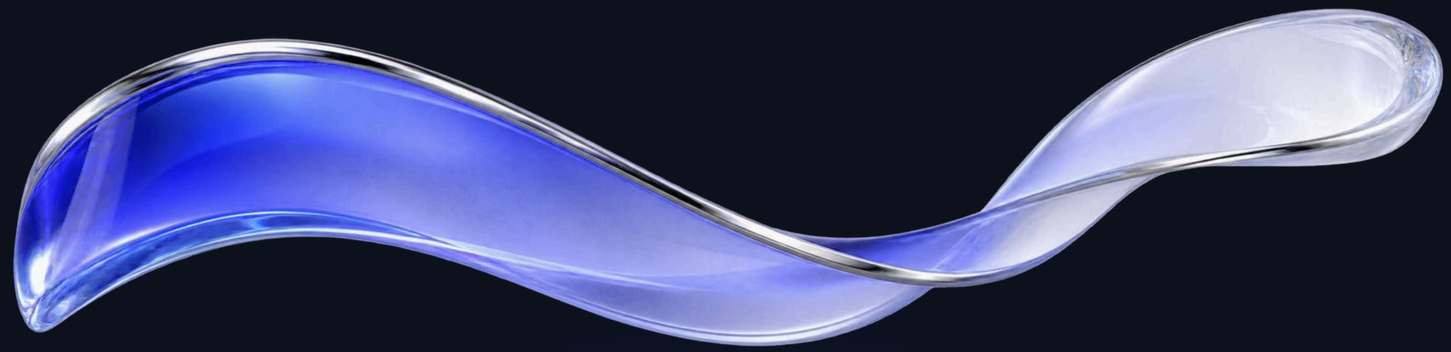

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