

Rehan Mehboob

Product Designer | Service Design | UX Strategy | Complex Systems | Fintech

Riyadh, Saudi Arabia
(966) 53-4997648
brehan60@gmail.com
www.rehanmehboob.com
[LinkedIn Link](#)

EXPERIENCE

First Abu Dhabi Bank, Riyadh, Saudi Arabia **UX LEAD**

November 2025 - PRESENT

Lead UX and experience strategy across complex digital banking products, working with Product, Business, Technology and Operations teams to design scalable customer and operational experiences within a highly regulated financial environment.

- Led end to end experience strategy and design for a greenfield digital banking ecosystem spanning mobile and web experiences.
- Led and mentored a multidisciplinary UX team of four designers, establishing design direction, review practices, delivery standards and consistent ways of working across multiple product streams.
- Established UX governance and DesignOps practices covering design workflows, review processes, stakeholder alignment, standards and cross-functional delivery.
- Defined and improved design operating workflows across Product, Business, Technology, Compliance, Regulatory and Security teams to streamline intake, prioritisation, reviews, approvals and handoffs.
- Established design review and critique practices, facilitating alignment between designers, senior stakeholders and delivery teams while maintaining quality and consistency.
- Drove design-system adoption and governance across products, ensuring consistent use of reusable components, patterns, variants and established design standards.
- Standardised Figma based ways of working, design documentation and design-to-development handoffs to improve collaboration, consistency and delivery efficiency.
- Facilitated stakeholder workshops and co-design sessions with business, technology, compliance, regulatory and security teams to align experience objectives, priorities and delivery decisions.
- Partnered with technology and business teams to translate complex systems and requirements into scalable end to end experiences while embedding regulatory and security considerations early in the design process.
- Supported cross-squad alignment and capability development by establishing reusable frameworks, standards and ways of working that

SKILLS

Product Design & UX Strategy
Service Design & Customer Experience
Complex Enterprise & Internal Systems
Fintech & Digital Banking
Customer Journey & Lifecycle Design
Operational Workflow Design
Systems Thinking & Problem Solving
User Research & Stakeholder Research
Discovery & Product Discovery
Journey Mapping & Service Blueprinting
Information Architecture
Interaction Design
Wireframing & Prototyping
Usability Testing & Validation
Design Thinking & Co Creation
Workflow Simplification
Risk & Compliance-Aware UX
Design Systems & Scalable UX Patterns
Cross Functional Collaboration
Stakeholder Management & Design Advocacy
Agile / Scrum
Product Strategy & Experience Strategy
Benchmarking & Competitive Analysis
Design Critique & Design Leadership
Automation & AI-Aware
Product Thinking

enable teams to deliver consistently at scale.

Relevant focus: DesignOps | Design Governance | Design Operating Models | Design Systems | Digital Banking | Complex Workflows | Cross-Functional Collaboration | Stakeholder Management | Compliance & Regulatory UX | Design-to-Development Handoff

Alinma Bank, Riyadh, Saudi Arabia **Principal UX Designer**

October 2023 - November 2025

Designed digital banking experiences across complex customer journeys, operational processes and regulated financial products, collaborating with multidisciplinary teams to improve usability, efficiency and consistency.

- Designed end to end experiences for complex **digital banking journeys**, translating business, customer and operational requirements into intuitive product experiences.
- Conducted **stakeholder interviews, discovery activities and usability evaluations** to identify user needs, pain points and workflow challenges.
- Created **customer journeys, user flows, service flows, wireframes, prototypes and interaction models** for complex banking products.
- Analysed existing workflows to identify friction and opportunities to simplify customer and operational experiences within system and regulatory constraints.
- Applied **human-centred design and design-thinking methodologies** throughout the product design lifecycle.
- Collaborated with Product, Business, Technology, Engineering and QA teams to translate requirements into practical and scalable design solutions.
- Conducted **competitive research and industry benchmarking** to identify usability patterns, experience gaps and product opportunities.
- Developed high-fidelity prototypes, presented design rationale to stakeholders, and iterated solutions based on feedback and usability findings.

Systems Limited, Lahore, Pakistan **Principal UX Designer**

January 2021 - October 2023

Led UX and experience design for enterprise, SaaS, fintech and customer facing digital products, solving complex business and user problems across large scale platforms.

- Designed end to end experiences for **enterprise, SaaS, fintech and customer facing digital products**, addressing complex user and business requirements.
- Conducted **discovery sessions, stakeholder interviews and user**

Digital Banking & Fintech

Customer lifecycle and banking journeys
Credit card and card management experiences
Customer onboarding
Risk and compliance aware product design
Operational and internal banking workflows
Regulatory requirement translation
Secure digital experiences
Complex system and workflow optimisation
Design systems and scalable product patterns
Cross functional product delivery

Enterprise & Internal Systems

Approval and operational workflows
Complex enterprise platforms
Internal user journeys
Role based workflows
Process optimisation
Legacy/system constraint considerations
Operational efficiency
Workflow simplification

AWARDS

Awarded Creative & Fastest UX Designer (Q2 2024) for rapid, high-quality delivery across multiple banking products.

Awarded Designer of the Quarter (Q4 2025) for consistent

research to understand workflows, pain points and product opportunities.

- Translated complex requirements into **user journeys, service flows, information architectures, wireframes and interactive prototypes**.
- Analysed complex workflows and system constraints to identify friction and design opportunities that improved usability and operational efficiency.
- Applied **human centred design and design-thinking methodologies** to explore problems, develop concepts and validate solutions.
- Collaborated with Product Owners, Business Analysts, Engineers, QA and Technology teams throughout the product discovery and delivery lifecycle.
- Conducted **competitive research and benchmarking** to identify industry patterns, usability improvements and opportunities for product differentiation.
- Created reusable **UX patterns, frameworks and design standards** to support scalable and consistent experiences across digital products.

Rare Crew, Bratislava, Slovakia *UX Designer*

May 2020 - January 2021

Worked with international teams across digital products, enterprise platforms and experience transformation initiatives.

Disney Big Hero App [Web Platform]

- Analysed information architecture, navigation and key customer journeys to identify usability and content discovery opportunities.
- Redesigned interaction patterns and user experiences with a focus on usability, accessibility and intuitive navigation.

Panavision [The Light Room]

- Developed a scalable **experience and design framework** to improve consistency across digital touchpoints.
- Created reusable design patterns and components while aligning brand identity with the digital product experience.

E Approvals — [Enterprise Workflow Platform]

- Analysed complex **enterprise approval workflows** to identify operational friction and opportunities for process optimisation.
- Redesigned approval journeys and future-state workflows to simplify interactions and improve operational efficiency.

Appifytech, Lahore, Pakistan *UX & Product Designer*

May 2018 - December 2021

performance and high-impact UX contributions across core banking journeys.

Awarded **Designer of the Year 2022** for outstanding contribution to design excellence and delivery impact.

Awarded **Designer of the Quarter (Q2 2023)** for consistent high-quality UX delivery across multiple enterprise projects.

Education

Bachelors in Computer Science
**National College of Business
Administration & Economics**