

Haytham Galal

UI/UX Designer

Portfolio

[Haythamgalal.com](https://haythamgalal.com)

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Contact

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Hamburg, Germany

Education

BFA Computer Science - Suez Canal University - Egypt.

MSC Project Management - Arden university - Berlin.

Skills

User Research - Interaction Design

Visual Design - Communication -

Usability Testing - Design Systems

- Game Design - Information

Architecture - Art Direction - Vibe

coding

Tools

Figma - Figma make - Figjam /

Miro - ChatGPT - Notion -

Midjourney - Adobe Creative Suite

- Mixpanel / Google analytics -

Maze - Looker / Hotjar

About Me

I'm a product-driven UX designer who brings together creativity, behavioral insight, and systems thinking to design experiences that are both impactful and human. I focus on aligning teams around user value, guiding AI with human context, and solving the right problems—not just the visible ones.

I believe empathy applies equally to users and teammates, and that early, cross-functional collaboration leads to better and faster outcomes.

Good design is rarely a solo act—it's a shared process powered by openness, listening, and iteration.

Work Experience

Skoove Product Designer

OCT 2024 - OCT 2025 - BERLIN

- Designed and optimized key features within the learning journey at Skoove, including Search, Favorites Folder, and Streaks. Result: Increased 30-day user retention from 17% to 26% by improving discoverability and motivation
- Collaborated with the data and product teams to define tracking plans and run Mixpanel analyses for feature usage and retention impact.
- Contributed to the multi-brand design system, defining component variants and theme variables to support scalable, consistent design across platforms.
- Facilitated feature ideation workshops, design critiques, and cross-functional alignment sessions with product, data, and engineering teams.

Svipr (Sandbox) Product Designer

MAR 2022 - OCT 2024 - HAMBURG

- Led the UX design of the Friends Panel and Events feature, aligning with the Social Team to improve feature discoverability, integrate real-time social cues, and streamline user interaction.
- Post-launch improvements to the Friends Panel led to a 19% drop-off reduction, driven by clearer UI hierarchy and a more intuitive first-use experience.
- Conducted user research, defined information architecture, and built intuitive flows for features like friend requests, messaging, notifications, and RSVPs.

Dryve Product Designer

FEB 2020 - JAN 2021 - CAIRO

- As the sole designer at Dryve, I wore multiple hats—leading user research, prototyping key flows, writing UX copy, and setting up analytics to track user behavior.
- Built a scalable design system from the ground up for the RydeFleet application, ensuring visual consistency, faster design iterations, and smoother developer handoff.
- Redesigned core flows in the Dryve app (search, car listing, insurance selection), leading to a 14% boost in successful checkouts and reduced user drop-off across key journeys.

Impact BBDO Digital Art Director

OCT 2017 - AUG 2019 - KUWAIT CITY

- Directed creative for multiple high-impact product launches, paid media campaigns, and interactive brand experiences—resulting in measurable engagement and brand lift for clients like Honda, Costa and pizzahut.
- Boosted online ordering conversion rates by 18% through strategic layout improvements, visual hierarchy refinement, and UX-focused art direction across Costa Coffee's digital platforms.
- Collaborate closely with cross-functional teams (marketing, product, content, dev) to ensure all creative output aligns with user needs and business goals.

ITWorx UX/UI Designer

SEP 2015 - SEP 2017 - CAIRO

- Led UX/UI design across several B2B and enterprise products, from discovery to delivery, for clients such as Syngenta and United Technologies.
- Drove the creation of design systems and reusable components, conducted stakeholder workshops, and translated user insights into intuitive, scalable interfaces.

Innovix Solutions Web/Graphic Designer

Mar 2012 - Aug 2015 - HURGHADA

- Designed engaging websites and digital assets for tourism-focused products, translating concepts into user-friendly layouts, wireframes, and interactive prototypes optimized for both desktop and mobile experiences.