

Osama Eldrieny

Staff Product Designer — Design Systems & AI, Enterprise UX, Team Leadership

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Summary

Staff Product Designer with **10+ years** designing complex enterprise B2B/SaaS products, with a track record of shipping high-quality, real-world products end-to-end. Specialized in design systems and token architecture (Figma Variables, Tokens Studio, GitHub-synced tokens), **AI-native design workflows** (Claude Code, Cursor, Figma MCP), artificial intelligence (AI/LLM) product experiences, and design engineering in HTML, CSS and JavaScript. Systems thinker who has led and mentored **100+ designers** and raises the craft and quality bar across teams.

Experience

Staff Product Designer — Enterprise Workflow Automation & AI

Nintex — Kuala Lumpur, Malaysia

Jun 2025 – Present

- Design configuration-heavy workflow automation and AI-assisted experiences, including **AI/LLM-powered product features**, for enterprise low-code/no-code users, balancing flexibility with clarity, transparency and user control through careful interaction design
- Run an **AI-native design workflow**: Figma MCP and Claude Code for code-based prototypes, with Tokens Studio + GitHub sync keeping Figma and code in step
- Partner with product management and **5+ engineering teams** in cross-functional reviews to align design decisions and product direction

UX Lead - Enterprise UX & Design Systems

FPT Software — Kuala Lumpur, Malaysia

Aug 2023 – May 2025

- Led design of a gas planning platform for an Oil & Gas enterprise, replacing manual Excel workflows for **~50 suppliers**; a discovery workshop uncovered **33 wrong and 67 missing requirements**, **A/B testing** of key planning flows guided the design, and the MVP scored **4.5/5 ease with 82% task completion**, saving planners an estimated **68 hours per cycle**
- As Design System Lead, built a three-tier token architecture across **7 theme dimensions** with an automated Figma → Style Dictionary → CSS pipeline, **cutting design-to-code effort by 82%** (new theme in code: **5 days → 1 hour**), applying systems thinking from tokens to components
- Reduced iteration time by 40%** with hands-on AI-assisted prototyping (Cursor, Claude), turning specs into functional prototypes for stakeholder validation
- Led and mentored **100+ designers** and defined design direction; set up design governance, review rituals and UX standards across distributed teams

Product Design Lead - Mobility Platforms, Web & Mobile

WhipMobility — Kuala Lumpur, Malaysia

Oct 2021 – Aug 2023

- Increased user retention by 25%** (a key growth metric) by owning end-to-end UX across web and mobile, driven by analytics, user research and usability testing
- Built a token-based component system with Atomic Design and variant logic, shared across web and mobile products, keeping visual design consistent
- Started as Product Owner (product management), running backlog, sprint and PI planning, which shaped a product-minded design strategy and long-term product direction

Senior Digital Designer - Banking Products

Ultradata — Kuala Lumpur, Malaysia

Sep 2018 – Oct 2021

- Designed banking interfaces for **100K+ users** in Australia; standardized accessible (WCAG) components, **cutting production cycles by 70%**

Senior UI/UX Designer — MOBE | Oct 2016 – Aug 2018

Senior GUI/UX Designer — Nuitex | Aug 2015 – Sep 2016

Senior GUI/UX Designer — NabdaCare | Jun 2014 – Jul 2015

UI/UX Designer — Starware Group | Sep 2012 – May 2014

Key Achievements

- Built and released free tools for the community: Variables-to-JSON (Figma plugin), Tokens Generator, Theme Manager; co-founded MyPointer (AI feedback)
- Design System Advocate at Tokens Studio; **300+ designers** mentored via ADPList; 9 workshops, 8.14K YouTube subscribers, 7 Medium articles; Co-founder of Oo Design Community

Education

Bachelor's Degree in Accounting

Faculty of Commerce, Tanta University

Certifications

- Build an AI Skill for Your Design System — IxDF (2026)
- How to Get Your Design System AI-Ready (2026)
- AI & Design Systems — Southleft & Brad Frost Web (2026)
- Use Generative AI as Your Thought Partner — Coursera (Jan 2025)
- Design System 101 — Design System University (2024)

Languages

English (Fluent) Arabic (Native)