

CURRICULUM VITAE

Aisha Siddiqui



Designing financial products for the next 100 million users across MENA

Dubai, United Arab Emirates · aishasiddiqui.design · linkedin.com/in/aisha-siddiqui-demo

Profile

Senior designer with 8+ years shaping financial products for MENA. Led design systems at two unicorns. Speaker at Config 2024.

Aug 2023
Present

Senior Product Designer

Finesse · Dubai, UAE

- ▮ Rebuilt the design system from scratch, reducing engineering cycle time by 34%
- ▮ Led the redesign of the onboarding flow, lifting first-week activation by 22%
- ▮ Manage a team of three product designers and one design researcher
- ▮ Partner with product leadership on quarterly roadmap prioritization

Mar 2021
Jul 2023

Lead Product Designer

Tabby · Dubai, UAE

- ▮ Owned end-to-end design for the merchant dashboard serving 10,000+ businesses
- ▮ Launched three new merchant products, each hitting adoption targets within 90 days
- ▮ Established the design operations function as the team grew from 4 to 14 designers
- ▮ Shipped accessibility improvements bringing WCAG AA compliance across core flows

Sep 2018
Feb 2021

Product Designer

Careem · Dubai, UAE

- ▮ Designed the Careem Pay wallet onboarding and KYC flow used by 500K+ users
- ▮ Led design research studies across five MENA markets, informing product strategy
- ▮ Mentored three junior designers through Careem's internal growth program
- ▮ Contributed to the transition from Uber acquisition to independent brand identity

Jun 2016
Aug 2018

Freelance Product Designer

Independent · Dubai, UAE

Freelance work across fintech, e-commerce, and SaaS clients in the UAE, Saudi Arabia, and the UK. Built early product design expertise shipping to production under tight timelines.

Aug 2024

Finesse Design System 2.0

Design System Lead

Rebuilding a multi-product design system from 47 inconsistent components to a unified 120-component library.

Led the full redesign of Finesse's design system — from audit through token architecture, component library, and documentation. The system now serves four product teams across web, iOS, and Android. Outcomes:

- 34% reduction in engineering cycle time on design-to-ship work
- 90%+ component adoption across product teams within six months
- Documented accessibility patterns brought WCAG AA compliance to 100% of new features

Design Systems · Figma · Accessibility · Documentation

finesse.design

Jun 2023

Onboarding Redesign

Lead Designer

Redesigning the first-run experience for a MENA-focused consumer fintech — lifting first-week activation by 22%.

Identified and rebuilt the three highest-drop-off moments in the onboarding flow through research with 40+ users across UAE, Saudi Arabia, and Egypt. Shipped progressive KYC, just-in-time education, and culturally-adapted copy.

Consumer · Onboarding · Research · Fintech

Jul 2023

Tabby Merchant Dashboard

Lead Designer · Tabby

End-to-end design for a BNPL merchant platform serving 10,000+ MENA businesses.

Owned the design of Tabby's merchant platform from onboarding through analytics, refunds, and settlement. The platform processed over \$1B in merchant volume during my tenure.

B2B · SaaS · Fintech · Dashboard

Dec 2020

Careem Pay Wallet

Product Designer · Careem

Wallet onboarding and KYC for 500K+ users across Careem's super-app.

Designed the entry points, KYC capture flow, and wallet home for Careem Pay. Balanced regulatory requirements across five markets with a streamlined consumer experience.

Consumer · KYC · Payments · Cross-Market

May 2020

MENA Design Research Study

Research Lead

Cross-market research synthesising financial behaviour patterns across Gulf, Levant, and Egypt.

Led a 12-week research study across five MENA markets. Findings shaped Careem Pay's product strategy and were shared internally across product, marketing, and strategy teams.

Research · MENA · Qualitative · Strategy

EDUCATION

2016

Bachelor of Design, Visual Communication Design

American University in Dubai

2019

Certification, Human-Computer Interaction

Interaction Design Foundation

SKILLS

TECHNICAL

Product Design · Design Systems · UX Research · Prototyping · Accessibility

TOOL

Figma

SOFT

Design Leadership

OTHER

Fintech

CERTIFICATIONS

2022

Accessibility in Design — Certified — Interaction Design Foundation

2023

Design Leadership — Bootcamp — Meetup Design School