

Product Designer

AI and complex B2B products

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English and Arabic

I design AI features and complex B2B products, and prototype them in code at real scale, so teams decide on the real thing. Product design since 2022, brand design since 2013.

Org-wide	UX Crit, my design review plugin, rolled out across Incorta
16 / 0	issues found before review on its first run, none rejected
25	US pharmacies run their day on the platform I led UX for

Experience

Incorta User Experience Designer Feb 2026 to present
US data and analytics platform. I design its AI layer.

- Designed the admin control plane for enterprise AI: models, budgets, limits, guardrails and audit.
- Turned hidden AI suggestions into a keyboard-first review grid, tested at **1,000+ columns**.
- Designed the AI chat and the access model for AI workspaces; phase 1 is in production testing.
- Built **UX Crit**, a design review plugin for AI code agents: 8 skills, 2 agents, **16 issues found, 0 rejected**.
- Found the design system's grey failing WCAG AA (3.93:1) and shipped the fix.

Neevi Studio Senior Product Designer, consultant Feb 2022 to present, US (remote)

- UX lead for HiPharmacist, used by **25 US pharmacies**. Four ways to add a product became one.
- Designed and built hipharmacist.com and its 22-email onboarding sequence.
- Brand, UX and website for Faithlink, a church platform with two apps.

Independent Brand and marketing design 2020 to present
All marketing for Nowlun, a MENA freight company, including films in Remotion. Brand identity for clients in Egypt, the Gulf and the US.

Earlier Brand and graphic design 2013 to 2022
Caduceus Lane, Alexandria: healthcare campaigns, including Novartis. Event Developers, Doha: identities for international events. Bibliotheca Alexandrina: digitised rare maps and books.

Selected work

AI Native Dashboard

My concept for AI-first analytics: ask a question, get the answer with its steps and sources.
albearhalim.com/work/ai-native-dashboard

Faithlink

Brand identity and website for a church platform with two apps, live at faithlink.app.
albearhalim.com/work/faithlink

AI and tools

AI and agents	Claude Code, Cursor, Codex, Claude, Gemini, MCP servers (Figma, Jira, Illustrator), custom skills, agents and plugins
Design	Figma, Figma Make, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere
Build and motion	HTML, CSS, JavaScript, React, Tailwind, Atlassian Forge, Playwright, Remotion, GSAP, Framer Motion
Practice	Design systems, user research, usability testing, WCAG accessibility, right-to-left design, Jira

Education

Bachelor's, Interior Design, Alexandria University, Faculty of Fine Arts
Google UX Design Professional Certificate, 2023

Recognition

Tukcycle, my app concept, endorsed by inDrive's Product Design Team Lead
Interviewed in a BBC feature; 700K+ views on my design videos