

Aisha Siddiqui

DESIGNING FINANCIAL PRODUCTS FOR THE NEXT 100 MILLION USERS ACROSS MENA

Dubai, United Arab Emirates
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.

EXPERIENCE

Senior Product Designer

AUG 2023 – PRESENT

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

Lead Product Designer

MAR 2021 – JUL 2023

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

Product Designer

SEP 2018 – FEB 2021

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

Freelance Product Designer

JUN 2016 – AUG 2018

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.

PROJECTS

Finesse Design System 2.0

2023 — 2024

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

Onboarding Redesign

2023

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

Tabby Merchant Dashboard

2022 — 2023

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

Careem Pay Wallet

2020

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

MENA Design Research Study

2020

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

Bachelor of Design, Visual Communication Design

2012 — 2016

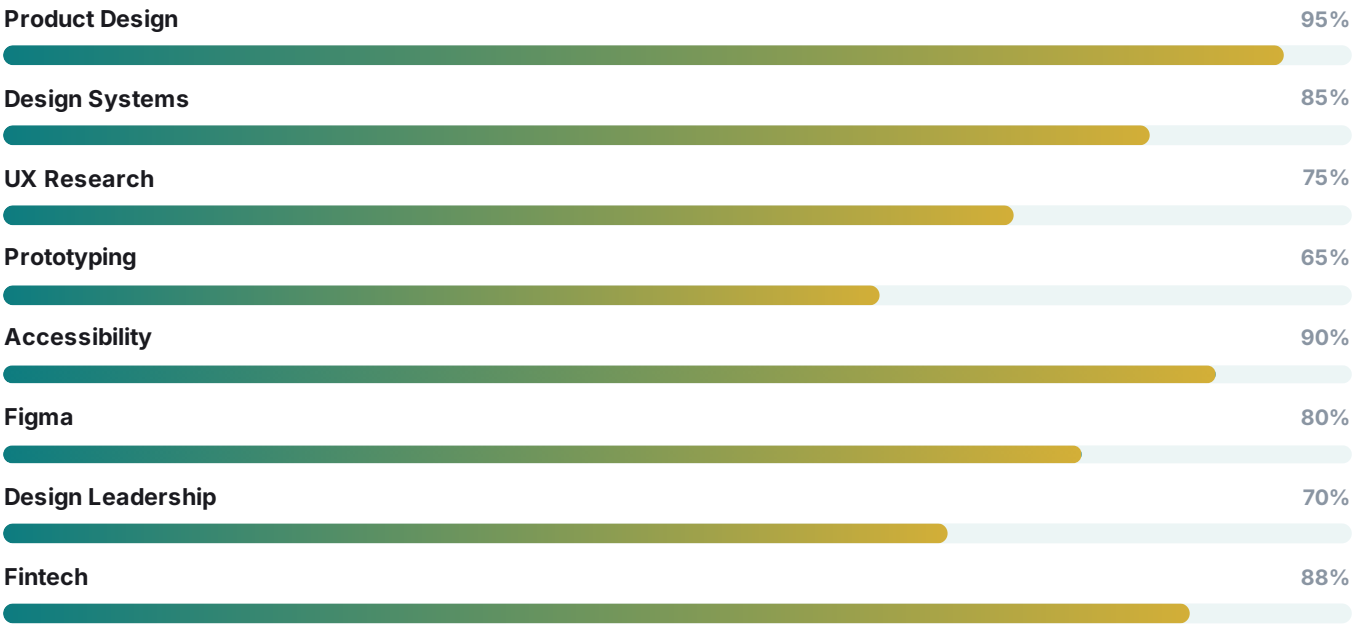
American University in Dubai

Certification, Human-Computer Interaction

2019 — 2019

Interaction Design Foundation

SKILLS



CERTIFICATIONS

Accessibility in Design — Certified · Interaction Design Foundation · 2022

Design Leadership — Bootcamp · Meetup Design School · 2023