

Ahmed Mahrakawy

Senior Product Designer | Design Engineer

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SUMMARY

I live somewhere between product design, engineering, and entrepreneurship. I'm just as comfortable in Figma as I am in VS Code. I use engineering to prototype ideas quickly, build better systems, and ship polished experiences. I work end-to-end from research and product strategy through interaction and visual design, prototyping, and production.

EXPERIENCE

Founder & Solo Product Engineer — About My Sound (aboutmysound.com)

Jun 2025 – Present

- Designed and built About My Sound from 0 to paying customers, a SaaS platform that lets musicians create and manage their own websites (e.g. ilavibezmusic.com, zamiralacosta.com).
- Lifted onboarding completion from ~20% to ~60% by rebuilding the flow against Microsoft Clarity session-recordings and interview findings.
- Designed the underlying component system powering 8 responsive website templates (WCAG-minded markup, focus states, shared tokens). A single component edit propagates across all templates.
- Built a [free stage plot builder](#) as a top-of-funnel acquisition tool, driving qualified organic traffic at no ad spend.
- Architected an edge-first rendering system on Cloudflare Workers with stale-while-revalidate caching and per-artist Durable Objects serializing invalidation.
- Built Stripe subscription billing (SetupIntent, promo codes, signature-verified webhooks) and a 0%-commission ticket-sales flow on Stripe Connect.

Web Designer — Dieselmatic

Oct 2023 – Present

- Built the first functional prototype to pitch the self-serve website builder concept to internal stakeholders.
- Took Dieselsites from an early concept to a production self-serve SaaS for truck repair shops, designing the product in Figma and developing its website templates.
- Designed Dieselsites' components and templates, creating a structured attribute framework that bridged design and engineering.
- Built a Website Grader lead generation tool with React and Vercel, integrating Slack and HubSpot to streamline prospect management.
- Built an internal lead-classification tool using Cloudflare Workers, JavaScript, HTML, and CSS to improve prospect evaluation and prioritization.

Founder & Lead Designer — RogueUX (Agency)

Jan 2021 – Dec 2024

- Founded a digital product agency during the pandemic, securing \$350K in corporate contracts and owning the full lifecycle from pitching and research through UX/UI design and engineering implementation.
- Researched RFPs, developed proposals, and pitched prospective clients through video calls.
- Designed and shipped wklip.ca and endangeredlanguages.com end-to-end, conducting research, user interviews, UX journey mapping workshops, wireframing, creating high-fidelity UI, and collaborating directly with engineers on component and page implementation.
- Led design workshops and maintained close communication with stakeholders throughout product development.

Product Designer — Playground Inc. (Agency acquired by Versett)

Feb 2019 – Jan 2021

- Designed Youth Mode for RBC's Mobile Banking app, collaborating with project managers, designers, developers, Business Analysts, and QA across RBC and Playground.
- Designed the UX/UI for Mozilla's Community Portal, developing a scalable design system through user interviews and design sprints.
- Designed information architecture, user flows, and visual designs, working closely with engineering to ensure accurate implementation.

- Co-facilitated design workshops and usability testing sessions to inform user-centered design decisions.

SKILLS & TECHNOLOGIES

Design: UI/UX Design, Visual Design, Design Systems, Component Libraries, Wireframing, Prototyping, Information Architecture, Usability Testing

Development: JavaScript / TypeScript, CSS, HTML, REST APIs, GraphQL (familiar), Node.js (familiar)

Infrastructure: Cloudflare Workers, Cloudflare Pages, Durable Objects, KV Storage, Stripe, GitHub, Git

Tools: Figma, Webflow, Claude Code, Xano, Wized, Coda, Notion, HubSpot, VS Code

Methods: Agile / Scrum, rapid iteration, customer and stakeholder feedback loops, end-to-end product ownership

EDUCATION

B.Sc. Psychology — Carleton University

2011 – 2016

Diploma, UX/UI Design — BrainStation

2017