

# Tara Gamal

Senior UX Designer — Product & Enterprise

## WORK EXPERIENCE

### Orangebits Digital Solutions • Senior UX Designer — Mar 2025 – Present

- Architecting UX for a next-generation enterprise network management platform, **translating complex networking workflows and ambiguous stakeholder requirements** into scalable product experiences across 33 features and 5 core modules.
- Established a centralised Framework Design Component & Pattern Guideline adopted across multiple product pods, **improving design consistency, reducing rework, accelerating onboarding, and enabling scalable governance** of evolving UX patterns.
- Designed 50+ screens for a Henkel **IoT device control app**; directly presented UX strategy and market opportunity to the client — a presentation that convinced the client to formally retain the engagement
- Built an **AI-assisted frontend simulation prototype** (Claude, Windsurf) for a live customer event demo, **enabling real-world validation** of product concepts ahead of engineering development
- Collaborated with UX Lead, PLMs, content writers, and design system teams across agile pods, covering requirement analysis, design reviews, and developer handoffs

### Blue Whale Advisory (Bluestacks) • UX Designer — Oct 2022 – Dec 2024

- Designed the **AI-powered chatbot experience** for now.gg, contributing to a **7% uplift in conversion rate** within 2 weeks of launch
- Led UX and UI design for now.gg's evolution from a **game awareness site to a cloud gaming SaaS platform** — enabling cross-device gameplay with cloud-saved progress
- Designed B2B web experiences** for now.us and studio.now.gg, targeting game developers and enterprise partners across distinct audience needs
- Delivered landing pages, email campaigns, and lead capture experiences aligned with B2B and B2C business growth targets

### Fidoo (Twiclo Technologies) • UI/UX Lead Designer — Feb 2021 – Oct 2022

- Founding designer — **built a full food delivery super app ecosystem** (consumer, merchant, and delivery apps) from scratch, defining information architecture, design language, and UI system
- Launched MVP in 3 months**; platform achieved **50+ monthly orders** in food delivery and pickup/drop
- Led a design team** of 3 UX designers and 1 graphic designer — sprint reviews, requirements mentoring, and brand consistency across all touchpoints
- Drove a full UX revamp through user research and usability testing, replacing a developer-built, **inconsistent UI with a user-centred experience**
- Built the brand website frontend independently using HTML/CSS when development bandwidth was unavailable

### Maison D'Auraine • UI Designer — Nov 2019 – Feb 2021

- Redesigned GK Hair and Tibolli **e-commerce and corporate websites**, aligning digital experience with brand identity
- Designed a **hair care service booking mobile app** — service discovery, appointment scheduling, and user onboarding flows
- Delivered end-to-end design: sitemaps, wireframes, high-fidelity UI, and interactive prototypes across web and mobile projects
- Developed working knowledge of HTML & CSS to improve design-to-development collaboration and handoff quality

### Unipro Education • Creative Designer — Feb 2019 – Nov 2019

- Designed social media creatives, Google ad banners, emailers, and landing pages for lead generation campaigns across multiple client brands

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## PROFESSIONAL SUMMARY

Senior UX Designer with 7+ years of experience leading enterprise, SaaS, IoT, gaming, and consumer product initiatives. Experienced in mentoring designers, establishing scalable design systems, driving end-to-end UX processes, and collaborating with cross-functional teams from discovery through implementation. Skilled in AI-assisted design workflows, conversational experiences, design governance, stakeholder management, and translating complex business requirements into intuitive user experiences.

## SKILLS

### UX & Product Design

User Research · Competitor analysis · User Stories · Information Architecture · User Flows · Wireframing · Visual and Interaction Design · Design Systems · Accessibility (WCAG) · Rapid Prototyping · Heuristic Analysis · Usability Testing

### Strategy & Collab

Strategic Product Thinking · Stakeholder Management · Design Critique · Cross-functional Collaboration · Agile / Scrum · Systems Thinking · Design Sprints

### Tools

Figma · Adobe Suite · ProtoPie · Miro · Framer · Hotjar · Blender · Jira · Asana

### AI & Dev

Claude · ChatGPT · Windsurf · HTML · CSS · jQuery

## EDUCATION

**Bachelor of Science • HNB Garhwal University — 2013**