

Marium Nour

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SUMMARY

Product Designer, passionate about building clear, user-centered experiences backed by data, research, and close collaboration with engineering. I'm especially interested in how AI and emerging technologies can improve products and decision-making.

EXPERIENCE

Klिवr By Orascom, Product Designer II 01/2025 – Present | Cairo, Egypt

- **Product Revamp & Design System Consistency:** Led the redesign of Klिवr's app and website to align with the new brand identity, while building and scaling a unified design system (components, tokens, variables, and guidelines) to ensure consistent UX and visual standards across all portals.
- **Onboarding optimization:** Reworked the onboarding flow to reduce user drop-offs and improve conversion, driven by insights from PostHog and Amplitude analytics.
- **Lending & Consumer Finance:** Designed the end-to-end mobile and admin experience for Klिवr's core lending product, including the loan application flow, lending overview, and detailed loan screens. Covered the full loan lifecycle — repayments, autopay, statements, early settlement, refunds, and open- and closed-loop flows — across both in-store and online purchases, with a focus on clear, frictionless journeys.
- **Savings Product:** Designed automated savings flows and smart triggers (round-ups, recurring transfers, percentage-based set-asides) to drive user retention and simplify financial planning.
- **Design-to-development efficiency:** Streamlined the handoff and collaboration processes between design and engineering through improved Figma component libraries and documentation.
- **Data-driven design:** Introduced A/B testing, quantitative and qualitative user research, and behavior tracking to validate design decisions and guide iterations.
- **Feature expansions:** Designed and launched features like Challenges, Loyalty Program, and Transactions, handling all technical state design and user feedback loops.

Klिवr By Orascom, Product Designer 10/2023 – 01/2025 | Cairo, Egypt

- **Design System Foundations:** Contributed to building the initial design system by creating core components and design tokens.
- **Feature Support:** Assisted in updating key app areas such as transactions, insights, benefits, requests, and account page.
- **Usability & Accessibility:** Participated in usability testing to validate accessibility, clarity, and visual consistency.

Klिवr By Orascom, Product Designer Intern 07/2023 – 09/2023 | Cairo, Egypt

- **Internal Mobile App Design:** Supported the UX/UI design of an internal social application to improve employee communication and engagement.
- **Design Handoff & Collaboration:** Worked closely with developers to ensure accurate and smooth implementation.

Tanmeya Misr, Software Engineer Intern 08/2022 – 10/2022 | Cairo, Egypt

- **Backend & Database Support:** Supported database development and SQL query optimization to improve performance and reliability.
- **Python & Testing:** Assisted with Python scripting, testing, and debugging to support stable and maintainable systems.

EDUCATION

Bachelor of Science in Business Informatics, German University 09/2018 – 07/2023 | Cairo, Egypt

Bachelor's Thesis: Security Using Machine Learning in Cloud Computing

American Diploma (SAT), Summits International School 09/2016 – 07/2018 | Cairo, Egypt

SKILLS

Product Design: UX/UI Design, Interaction Design, Design Systems, Design Tokens, Component Libraries, Prototyping, User Flows

Research & Data: User Research (Qualitative & Quantitative), A/B Testing, Usability Testing, Product Analytics (PostHog, Amplitude)

Tools & Technologies: Figma, Linear, Notion, HTML, CSS, Python, SQL

COURSES

UX Requirments Made Simple, Udemy 06/2026 – 06/2026

Python Advanced Data Analytics, Google 08/2023 – 09/2023

Foundations of UX Design, Google 07/2023 – 08/2023

Enterprise Design Thinking, IBM 06/2023 – 07/2023

LANGUAGES

German

English

French

Arabic