Abdullah Ghatasheh



AI-Powered Product Designer | UX/UI | Design Systems Expert

Builds AI-assisted React Native & React prototypes. I help businesses build digital products customers love.

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SUMMARY

Lead Product Designer with 10 years in design, currently leading design for Lumi's car rental platforms. A mechanical engineering degree and a graphic design background let me turn business needs into clear, polished experiences. A design systems expert in both design and code, I use AI to build React Native and React prototypes, from quick concepts to production-level builds.

EXPERIENCE

Lumi Car Rental (a Seera Group company) — 3 yrs 2 mos

Dubai, UAE · On-site · Travel & Tourism, Car Rental

Lead Product Designer — Jan 2026 – Present · 11 mos

- Cut median customer wait at airport branches from **15 to 3 minutes** by designing a seamless booking and walk-in rental agreement journey.
- Raised Tajeer government compliance for car rentals from a low baseline to **~98%** by designing clearer validation and error handling.
- Lead design for the car rental management platform, rated 4.7/5 by its users, and the short-term rental product.
- Align the design team's goals with the product and business vision.
- Introduced **FastTrack**, the first service of its kind in KSA, letting customers collect their vehicle without visiting the branch, reducing pickup and drop-off time and improving NPS.
- Reduced the free upgrade rate in Economy, Midsize and Family categories to **~12%** by designing live vehicle availability and branch forecasting, so booked cars are ready at pickup.
- Build and maintain the design system at both the design and code level.
- Built AI tools that speed up delivery: Arabizer (4,000+ Lokalise keys localized), a prototype annotation tool, and automated research workflows.
- Stay hands-on in design, from wireframes and high-fidelity UI to AI-assisted coded prototypes for user testing and front-end handoff.

Senior Product Designer — Oct 2023 – Dec 2025 · 2 yrs 3 mos

- Maintained the best car rental app ratings in the region: 4.8★ App Store and 4.7★ Google Play.
- Improved the booking flow, raising conversion by **2 percentage points**.
- Increased customer retention by 5%.
- Grew monthly active users (MAU) by 28% YoY.
- Grew the online share of short-term rental revenue to 43%.
- Planned and ran user research and product data analysis with Product, Engineering, QA, Business, Finance, Operations, Fleet and Training teams.

SKILLS

Product Design · User Research · UX/UI Design · Design Systems (Design & Code) · Wireframing · AI-Assisted Design · AI Prototyping · AI-Assisted Development · React Native · React · HTML · CSS · Creative Design · Branding

TOOLS

AI & development
Claude, Claude Code, ChatGPT, Figma Make, Lovable, TRAE, React Native, React

Design & collaboration
Figma, FigJam, Miro, Adobe Illustrator, Adobe Photoshop

Analytics & engagement
Amplitude, Mixpanel, Hotjar, MoEngage, CleverTap

Productivity
Google Workspace, Notion, Microsoft Office

EDUCATION

B.Sc. Mechanical Engineering
Jordan University of Science and Technology
2011 – 2016

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EXPERIENCE, CONTINUED

Senior UX/UI Designer
Aug 2022 – Oct 2023 · 1 yr 3 mos

Adres (contract via Estarta) · Abu Dhabi, UAE · Remote · Real Estate

- Designed several digital real estate products with Product, Engineering, QA and Business teams.
- Ran user research and analyzed data to validate and inform design decisions.
- Produced wireframes, UI designs and high-fidelity prototypes.
- Enhanced and maintained the design systems.

Senior UX/UI Designer
Aug 2021 – Aug 2022 · 1 yr 1 mo

Mawdoo3.com · Amman, Jordan · Hybrid · AI, FinTech, e-commerce

- Led design for the AI team on Salma, the first Arabic AI assistant.
- Designed for MakanE, an e-commerce product that helps businesses create their online stores.
- Designed for the Jordan Kuwait Bank (JKB) app.

UX/UI Designer
Sep 2019 – Sep 2023 · 4 yrs 1 mo

Aspire IT Services Partner · Full-time & part-time · IT, FinTech, Education

- Designed IT, FinTech and Education products with Product, Engineering, QA and Business teams.

EARLIER EXPERIENCE

Graphic Designer
Sep 2019 – Oct 2020 · 1 yr 2 mos

Qatar Free Zones Authority · Doha, Qatar · On-site

Created digital and print designs, owned the brand guidelines and designed UI for selected digital interfaces.

Career Break
Jun 2018 – Sep 2019 · 1 yr 4 mos

Istanbul, Turkey

Launched a small business, took on freelance contracts and developed my photography skills.

Creative Designer
Jul 2017 – Jun 2018 · 1 yr

Aspire IT Services Partner · Amman, Jordan · On-site

Created digital and print designs with the marketing team and designed UI for selected digital interfaces.

Graphic Designer
Apr 2016 – Jul 2017 · 1 yr 4 mos

Steps Communications · Amman, Jordan · On-site

Created digital and print designs and maintained brand guidelines for multiple clients.

CERTIFICATES

Google UX Design Specialization
Google via Coursera · 2022

Conducting Usability Testing
Interaction Design Foundation · 2021

Mobile User Experience (UX) Design
Interaction Design Foundation · 2021

User Research Methods and Best Practices
Interaction Design Foundation · 2020

Become a UX Designer from Scratch
Interaction Design Foundation · 2020