



Walid Eisa

PRODUCT DESIGN
MANAGER

Summary

I lead design teams, and I measure design by what it changes in the numbers. 8 years in product design, 5 of them leading design at Salla. I led 7 designers in a 16-person design function. I found a conversion gap in checkout, led the redesign, and cut drop-off from 67% to 46%, a 64% lift in completed checkouts.

Skills

- Design leadership
- Team Building
- Design strategy
- Design ops
- UX Research
- User testing
- Behavioral Analytics
- Design systems
- Information architecture
- Accessibility
- Interaction design
- UX Writing
- Conversion optimization
- Product roadmap

Experience



Salla E-Commerce Platform

A leading e-commerce platform in the Middle East; merchants on Salla have generated SAR 33B+ in sales.
Full-time · 5 yrs 1 mo

Product Design Manager (Aug 2023 · 2 yrs 11 mos)

- Led 7 designers in a 16-person design function across the platform's core
- product areas, co-owning the product roadmap with product and engineering.
- Reviewed 400+ design candidates and ran technical interviews for the strongest, setting the hiring bar for the function.
- Closed a cross-functional gap between design and engineering with two-way briefing sessions, cutting implementation drift to under 5%.
- Defined OKRs with product before design began on a complaint-visibility redesign, cut resolution time by 95% against a 40% target.

UX Design Manager (Jul 2022 - Jul 2023 · 1 yr 1 mos)

- Owned the design of payments, marketing, and IA in [Salla 4.0](#), the full rebuild of the merchant dashboard and the platform's largest product initiative to date. Worked hands-on from research through to shipped UI.
- Introduced validation before handoff: UsabilityHub to test designs against real users before development, and Hotjar for Behavioral insight, with onboarding sessions for the team.
- Led the checkout redesign, cutting drop-off from 67% to 46% and increasing
- completed checkouts by 64%.
- Grew a designer on my team into a peer manager, now leading at the same level.

UX Designer (Jun 2021 - Jun 2022 · 1 yr 1 mos)

- Proposed and built the team's first style guide when inconsistencies started appearing as the team grew.
- Established the team's design operations from scratch, handoff standards, comment management, and research and design templates, so consistency held as the team scaled.
- Defined the core design process to keep work anchored to the root problem, and ran a regular knowledge-sharing practice that lifted output quality across the team.
- Built the team's research playbook, every method in use, when to apply it, and links to the tools, with access opened to every designer.
- Promoted to UX Design Manager after 13 months



Remal Ventures

Full-time · 1 yr 2 mo

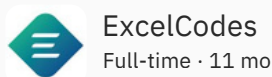
Senior UI/UX Designer (Apr 2020 - May 2021)

- Sole designer on Sol, a B2B wholesale marketplace built from scratch for web and mobile. Jahez later acquired a 35% stake in Sol.
- Created Sol's visual identity and design system, and shipped the product with 3 engineers.
- Owned the full design cycle: research, wireframes, prototypes, and usability testing.
- Designed features for Kammelna, a mass-market Arabic social gaming platform, within its existing brand identity.



UI/UX Designer (Apr 2019 - Mar 2020)

- Designed web and mobile interfaces for enterprise products, from user flows and wireframes to interactive prototypes.
- Worked with developers through implementation and asset handoff.



Web User Interface Developer & UI Designer (Apr 2018 - Feb 2019)

- Designed UI for web and mobile apps and prepared assets for the mobile development team.
- Built responsive websites with HTML, CSS, JavaScript, and Bootstrap.

Education

2011 - 2015

Bachelor of Management Information Systems
Alexandria University, Egypt

Certifications

Mentor on ADPList 500+ mentoring minutes

Effective Collaboration across Teams

UX DesignOps: Managing Stakeholders

UX Strategy Masterclass

UX Strategy

Strategic planning

UX Audit

UX in Business

Design thinking

Tools

Google analytics

Hotjar

Lyssna

Locker

Power BI

Webflow

Jira

Figma

Claude

Portfolio

Selected case studies



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