

# Hossam Al Halabi

## Product Designer

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in @hosselo

Product Designer with 8+ years of experience designing and scaling digital products in enterprise and B2B environments. Strong background in UX, UI, and design systems, with proven impact on efficiency, usability, and cross-functional delivery. Experienced in translating complex business requirements into intuitive, scalable user experiences in close collaboration with product owners, engineers, and stakeholders.

## Work Experience



### Maersk / User Experience Designer

Denmark (Nov 2019 - Apr 2024)

- Led UX design for complex platforms across multiple business units.
- Translated complex operational and business requirements into intuitive user flows and interfaces.
- Designed and maintained reusable, scalable UI components.
- Contributed to a 35% improvement in operational efficiency through workflow simplification and interaction redesign.
- Partnered closely with Product Owners, Developers, and Stakeholders in Agile teams.
- Played a key role in migrating a legacy system to a modern, unified digital platform.
- Ensured design consistency across multiple products and platforms.



### Maersk / Multimedia Designer

Denmark (Nov 2016 - Nov 2019)

- Produced video tutorials and digital content to support product adoption and customer engagement.
- Designed pixel-perfect visuals for marketing and internal campaigns.
- Created iconography & visual assets aligned with brand guidelines.
- Collaborated with marketing and sales stakeholders on concept development and execution.



### Readynez / Graphic Designer & Webmaster

Denmark (May 2016 - Nov 2016)

- Designed marketing materials and UI assets for a leading IT training provider.
- Managed and optimized Umbraco CMS for responsive, cross-device experiences.
- Worked closely with marketing and sales teams to deliver promotional materials.

## Skills & Tools

### Design

Figma (primary), Sketch, Adobe XD, InVision

### Creative Suite

Photoshop, Illustrator, After Effects, Premiere, InDesign

### Core Competencies

- Product UX & UI Design
- Interaction & Visual Design
- Wireframing & High-Fidelity Prototyping
- Design Thinking
- Design Systems & Components
- Research & Problem Solving
- Usability Testing
- Agile / Scrum Collaboration
- Cross-functional Collaboration (Product, Engineering, Business)
- Enterprise & B2B Platforms

## Languages

Fluent English

Basic Danish

Native Arabic

## Education

Bachelor's Degree 2004 - 2008

University of Damascus, Faculty of Arts, Department of Arabic Language.