

AHMED TOUMAOU

UX/UI Designer – Product & Research Focus

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Professional Summary

UX/UI Designer with 10+ years of experience specializing in research-driven product development and behavioral insights. Proven ability to frame complex problem spaces, uncover user patterns, and translate insights into actionable product decisions. Experienced in working with data-heavy and complex domains, including fintech-related systems, delivering measurable improvements in user behavior, engagement, and decision-making. Strong focus on product discovery, user segmentation, and insight synthesis.

Core Competencies

Product & Research Strategy

- Product Discovery & Framing
- Behavioral User Segmentation
- Hypothesis-Driven Research
- Insight Synthesis & Facilitation

UX & Design Execution

- Interaction Design & Flows
- Prototyping & Usability Testing
- Design Systems & WCAG
- Journey & Service Mapping

Data & Technical

- Qual & Quant Research
- Pattern Recognition
- Vue.js, React.js, HTML/CSS
- AI-assisted Research

Professional Experience

Metro Service | *UX/UI Designer & Researcher*

01/2025 – Present

- Defined and led research initiatives to uncover commuter behavior patterns, identifying friction points that contributed to a 15% increase in user retention.
- Applied AI-driven tools to synthesize qualitative data, improving insight generation speed by 22% and enabling faster product decision-making.
- Conducted mixed-method research (qualitative interviews + quantitative analysis) to identify usage patterns and user needs.
- Translated research findings into actionable design solutions, improving user confidence scores by 17% through simplified flows.
- Facilitated cross-functional workshops to align stakeholders on user problems, behavioral insights, and product priorities.

GN Hearing | *UX/UI Designer*

01/2024 – 12/2024

- Led discovery research to understand user needs and behavioral barriers in digital hearing care solutions.
- Identified key usability challenges and translated insights into product improvements, increasing user satisfaction by 12%.
- Designed and validated user flows based on data-driven insights and user testing.
- Maintained scalable design systems to ensure consistency across complex digital ecosystems.

Human Rights Organization | *UX Designer*

01/2020 – 12/2023

- Conducted exploratory research to map user needs and behavioral patterns across diverse user groups.
- Identified key friction points in information access and translated insights into simplified workflows and clearer content structures.
- Synthesized research findings into strategic recommendations, improving stakeholder alignment and decision-making speed.
- Designed accessible, user-centered solutions for complex informational platforms.

Viaplay | *UX Designer*

01/2021 – 12/2023

- Conducted user research and usability testing to understand engagement behaviors and content interaction patterns.
- Collaborated with product and development teams to translate insights into iterative product improvements.

Carlsberg Group Denmark | *UX/UI Designer*

01/2019 – 12/2021

- Designed internal pricing and decision-support tools, focusing on how users interpret cost structures and make financial decisions in complex environments
- Identified inefficiencies in pricing workflows and uncovered opportunities to improve clarity and reduce decision errors.
- Translated behavioral insights into optimized product solutions, improving efficiency and usability in financial workflows
- Led prototyping and validation to ensure solutions supported accurate and confident decision-making

Adecco | *Frontend Developer & UX/UI Designer*

01/2019 – 12/2020

- Conducted research to identify conversion barriers in e-commerce flows, leading to a 25% increase in conversions.
- Translated behavioral insights into improved user journeys and implemented solutions using modern frontend technologies.
- Identified user hesitation points in checkout processes and redesigned flows to improve decision clarity and trust

Education & Certifications

BA Web Development – Copenhagen Business Academy | **AP Multimedia Design** – KEA

UX Design Certification – IT University of Copenhagen | **AI for UX Designers**

UX Research for Agile Teams | Microsoft 70-480: HTML5, CSS3, JavaScript