

NABIL SHARIF

PRODUCT DESIGNER · LONDON

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Product Designer with 10+ years shipping consumer and growth products across e-commerce, social, fintech, and AI. I turn ideas into testable, high-fidelity products fast, combining design judgement with hands-on prototyping in SwiftUI, React, and Claude Code to compress the distance between insight and shipped work.

EXPERIENCE

ASOS Fashion / AI / iOS / Web

Product Designer

Jan 2025 – Present · Permanent

- Increased Search-to-Bag conversion by **+0.5%** in 3 months through UX-led experimentation across Search, PLP, and AI discovery.
- Designed and shipped AI-powered search and styling experiences focused on conversational discovery and personalised recommendations.
- Sole designer leading a growth-focused product area in the absence of a dedicated PM, owning problem definition, UX strategy, experimentation, and delivery end-to-end.
- Cut prototype turnaround time by **~50%** by building an AI-assisted workflow across Claude Code, VS Code, and Xcode.

Ralen.AI Fintech / AI / Web App

Founding Designer

Jan 2023 – Apr 2023, returned Jan 2024 – Jan 2025

- Initial engagement defined the design strategy and brand identity; returned to lead the MVP through to launch after the Noon contract concluded.
- Designed and built the MVP **0-1 in 4 weeks**, from concept to testable product.
- Ran iteration cycles with research analysts to validate product-market fit signals and sharpen the product direction.

Noon Social Learning / iOS / Android

Lead Product Designer

Jun 2023 – Jan 2024 · Contract

- Led design for "Live Class" within Noon's e-learning platform, refining the video and chat UX to lift average session duration by **~15%**.
- Partnered directly with the CEO and cross-functional teams to align design with strategic growth objectives across MENA markets.

Snapchat Social Media / iOS

Product Designer

Nov 2021 – Dec 2022 · Permanent

- Lead designer for **Palm Tree**, Snapchat's iOS video editing app, driving UX through rapid iteration, user testing, and research alongside the wider team.
- Improved Snap's monetisation UX with a focus on the mobile-first Ad Manager, letting users manage Ads on the go, check status, and adjust budgets for live campaigns.
- Led the redesign of Story Studio Analytics (Snap's web tool for publishers) and improved onboarding to help first-time users get to grips with the tool.
- Mapped Palm Tree's future vision and roadmap with senior stakeholders across London, LA, and Berlin.

Homppl Fintech / Desktop / Mobile

Principal Designer

Apr 2021 – Nov 2021 · Contract

- Led design strategy through a complete rebrand and launch in 6 weeks.
- Reduced churn by **35%** and cut completion time by **50%** through UX improvements grounded in A/B testing and analytics.
- Implemented a scalable design system across all customer touchpoints.

MADE.COM E-commerce / Web / iOS

Lead Product Designer

Jan 2018 – Feb 2019 · Permanent

- Conceptualised and prototyped the MADE AR app, taking it from concept to a fully fledged shipped feature.
- Increased conversion across core commerce pages (homepage and PDP).
- Implemented the MADE design system; ran user testing and iteration with UXR and Product; introduced crits and retros into team practice.
- Mentored junior designers.

MOO E-commerce / Web

Experience Designer

Mar 2016 – Jan 2018 · Permanent

- Worked across MOO's Pixel team, which handled the online customisation flows for MOO's products.
- Shaped the Pixel product vision with POs and embedded a scalable design process.
- Built responsive design patterns that improved conversion across core journeys.

Earlier Contracts Feb 2019 to Mar 2021

Pharmaspectra, Product Designer, Med Tech / Web

Feb 2021 – Mar 2021

Toad, Product Designer, Ed Tech

Nov 2020 – Feb 2021

RideHub, Product Designer, Transport / iOS

Aug 2020 – Oct 2020

Education First, Lead Product Designer, Ed Tech / Mobile

May 2019 – Feb 2020

Eurostar, Product Designer, Transport / Web

Feb 2019 – Apr 2019

PERSONAL PROJECT

GT-3000: Hydration & food logging, iOS

Feb 2026 – Present · In App Store review

Built in SwiftUI with AI-assisted workflows.

- Realised partway through that the headline metric I was tracking was misleading, then redesigned around more meaningful behavioural signals.
- Used real-world feedback loops to refine onboarding, interaction patterns, and data visualisation in a native iOS environment.

TOOLS & STACK

Design: Figma, Framer

Build: SwiftUI, Xcode, React, TypeScript

AI & prototyping: Claude Code, Cursor, VS Code

Experimentation: Optimizely, A/B testing, analytics

EDUCATION

University of Westminster

BSc (Hons) Information Product Design, 2:1

Sep 2004 – Jun 2008