

Shehab Ibrahim

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Experience

Product Designer / Axios

New York, NY / Sept. 2022 - Aug. 2024

At Axios, I led the design direction of many parts of the digital news company, leveraging my expertise as a product designer and developer to enhance both user-facing platforms and internal tools. My work spanned the entire product ecosystem - I launched a multi-brand design system, consolidated a set of fragmented internal tools to create a cohesive operating system, and created zero-to-one experiences balancing cutting-edge technology with journalistic integrity and user privacy, elevating Axios's position as a leader in modern digital news delivery.

Product Designer / CreativeX

New York, NY / Sept. 2021 - Sept. 2022

I was CreativeX's first in-house product design hire. I led the design of reporting tools, data gathering optimization for ML models, built the org's first design system, and formalized a set of best practices for design research within the org. I was also involved in scaling out product teams.

Product Designer / Intuit

Mountain View, CA (Remote) / May. 2020- Aug. 2020

At Intuit, the goal was to help small businesses enter the “omnichannel” while positioning Quickbooks to be the center of small business growth. I spent my time leading the design and research for their first “zapier-like” automation platform. The product connected the APIs of commonly used business apps to save countless working hours for small businesses. My work shipped and is now a premium feature in Quickbooks E-Commerce - Intuit's newest venture after acquiring Trade Gecko.

Product Designer / Prudential

Newark, NJ / Jun. 2019 - Mar. 2020

I was responsible for the end-to-end experience of Prudential's “robo-advisor.” Through a user research study that documented inefficiencies within the user onboarding, I instigated conversations with senior leadership that led to redesigning the consumer-facing product that serves over two million users. The design team also extended my internship to be involved in work for the Prudential.com taxonomy, PGIM redesign, Design System, Simple Cash Account, and A/B testing of components.

UX Designer / Coo-e

Newark, NJ / Oct. 2018 - Jun. 2019

Coo-e is a start-up that is trying to simplify how we coordinate with one another. I contributed to the product's design by creating wireframes, personas, user flows, interaction maps and facilitating usability tests. I also gained experience working with a distributed team through my collaboration with developers from STRV - a creative agency from Prague.

Education

New Jersey Institute of Technology

B.S in Human-Computer Interaction / May 2021

Deans List 2017-2021

School of Visual Arts

Graphic Design (Pre-College) / 2015-2016

Skills

Figma, Sketch, Adobe CS, Prototyping, Wireframing, User Experience Design, Interaction Design, User Interface Design, Information Architecture, Design Systems, Product Strategy, A/B Testing, Facilitation and Workshops, Usability Testing, Generative Research, Evaluative Research, Interviewing, Qualitative and Quantitative Data Analysis, HTML, CSS, Javascript