

Asmaa Beshier

13 years, mostly in fintech: stock trading, asset management, lending, BNPL, payments, and wallets. My work has mostly focused on money products across many markets and payment methods, where the hard part is keeping one experience instead of dozens of local ones.

Computer science background, so I do most of the data analysis myself. Found a year of under-reported revenue at an oil and gas fund. Cut a wallet top-up from four steps to one. Took a market's payment rules from 600 to 4. Shipped a category system running across 70+ countries.

WORK EXPERIENCE

Staff Product Designer | [Tamara](#), Riyadh, Saudi Arabia

FEB 2025 - PRESENT

A leading BNPL provider in the GCC region.

- Own how Tamara looks and sounds wherever customers meet it: design system, UX patterns, and the audio experience across the consumer app and the merchant side, including the IVR.
- Rebuilt Tamara Business merchant signup in my second week, cutting form completion time from 7 days to 1 day.
- Defined the consumer app experience strategy in spring 2026. Product teams are now building against it.
- Built automated Figma boards that regenerate every product flow on each release. Now used by teams for auditing and revamp exercises and by marketing to build campaigns against the live product.

Senior Product Designer | [Delivery Hero](#), Berlin, Germany

FEB 2022 - JAN 2025

A global food-delivery company operating in 70+ countries.

- Designed and shipped SCAT, the category-tree platform. Live across all brands in 70+ countries. Replaced local teams managing categories in spreadsheets and sending them to central engineers to write into the database, which deleted live categories with products still assigned to them.
- Restructured payments configuration across markets: country rule sets from ~12 to ~4, and in Turkey from 600 rules to 4.
- Redesigned wallet top-up: four steps with 62% drop-off to a single click.
- Led discovery and design for APAC fintech across the Berlin and Singapore offices, working closely with our researcher on the field study in Manila and surveys in the Philippines and Malaysia. The work produced four customer archetypes still in use by the team, proposed the wallet and cashback positioning to FREE money, and introduced experiences tailored to where a customer sits in the funnel.

Product Design Manager | [Halan](#), Cairo, Egypt

SEP 2020 - DEC 2021

A Fintech company that provides digital banking for unbanked users.

- Led a team of 6 designers on Halan's consumer products: digital banking, lending, and BNPL for largely first-time digital customers across Egypt.
 - Rebuilt the app from scratch on Halan's first design system, built with one designer and one engineer, and used across the whole product.
 - Ran field research across Egypt, north to south, with customers new to formal banking, which drove the home screen redesign.
 - My product analysis became Halan's cross-selling strategy and informed the pivot from ride-hailing to a fintech focus.
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Senior Product Designer | [Raisa Energy](#), Cairo, Egypt

FEB 2019 - SEP 2020

Oil & gas investment company with a \$400M portfolio.

- Cut quarterly lookback prep from a month to a week, with all 100,000 wells reviewable at once.
 - Did the lookback calculations by hand during discovery and found a year of under-reported well interest, concentrated in the small wells the team never had time to check.
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Product Designer | [webkeyz](#), Cairo, Egypt

FEB 2013 - FEB 2019

A leading design agency in Egypt.

- Designed Pharos Live, the retail trading terminal for one of Egypt's largest brokerages, across web, tablet, and native mobile. Traders compose and save their own workspaces from market watch, depth, chart, portfolio, and order-entry components. Still live in production.
- Led product positioning for Qumu, later recognized by Gartner as a market leader.
- Redesigned the authoring experience for Microsoft LUIS, the Language Understanding service behind Cortana and the Bot Framework, where developers train conversational models by writing example phrases and labeling entities.
- Held major accounts including Microsoft and Orange.