

Ehab Alatrebi

Senior Product Designer · AI Design Strategist

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SUMMARY

Senior Product Designer and AI Design Strategist with 11+ years leading product design for consumer and enterprise products at PayPal, MIT, and SAP. I work on both sides of AI: designing AI-powered experiences, training frontier models to evaluate visual design quality, and building ProReels, my own AI-powered video creation product. Track record of shipping high-impact, data-driven redesigns, including +34% conversion at PayPal, +40% engagement at MIT, and -28% churn at Cuju. Case studies and an AI assistant that answers questions about my work: studioatrebi.com.

CORE COMPETENCIES

Design Product Design, UX Strategy, Design Systems, Interaction Design, Prototyping, Microinteractions, Mobile UX/UI (iOS/Android), Data Visualization, Product Branding

Strategy Data-Informed Design, User Research, Cross-Functional Collaboration, Storytelling, AI-Augmented Design Workflows, AI-driven UX Prototyping & PRDs

AI Tools Claude (+ Skills), ChatGPT, Figma, Figma Make, Cursor, Midjourney, Recraft, Adobe Firefly, Runway, v0, Lovable

PROFESSIONAL EXPERIENCE

AI Design Strategist

Confidential AI Lab (Contract) · Jun 2025 – Present · Remote

- Train and evaluate frontier AI models on design taste, aesthetic judgment, visual quality, and UX/UI best practices, improving model alignment with human design judgment across typography, layout, color theory, and visual hierarchy.
- Test vibe-coding capabilities with unreleased models and evaluate hundreds of design pairs in systematic reviews, establishing frameworks for visual hierarchy, spacing, and compositional quality.
- Enhance human-in-the-loop systems for AI-assisted design, refining automated and hybrid workflows that improve output quality and designer productivity.

Founder & Product Designer

ProReels · Mar 2025 – Present · Las Vegas, NV

- Founded ProReels, an AI-powered video creation tool that turns documents and links into video scripts, with a built-in teleprompter, hosting, and shareable links.
- Own product vision, UX/UI design, brand identity, system architecture, and go-to-market strategy; shipped end-to-end MVP flows and a 7-screen App Store launch kit with an AI-native workflow.

Product Design Consultant

Independent (Contract Engagements) · Mar 2025 – Aug 2025

SAP Insider · May 2025 – Aug 2025

- Led end-to-end design of SAP Insider's first AI-powered mobile app, transforming 10K+ articles and event content into an intuitive, chat-based experience.
- Shipped dual light/dark themes and a unified design language, partnering with dev and editorial teams to translate enterprise content into consumer-grade UX.
- Simplified content discovery and event engagement flows, cutting navigation time by 40% in user tests.

ReelJobs App · **Creative Lead** · Mar 2025 – May 2025

- Led product design, brand identity, and go-to-market strategy for ReelJobs, a TikTok-style job marketplace, defining product vision for an investor-ready MVP.

- Delivered a clickable prototype, logo, and investor deck in 3 weeks, using AI tools (ChatGPT, Claude, Figma AI) to cut 40+ hours of manual work.

Sr. Product Designer

PayPal · Aug 2024 – May 2025

- Led redesign of the Accounts tab in PayPal's US Consumer app, delivering 75+ high-fidelity explorations and design system updates.
- Improved bank/card additions by 34% and raised dormant account engagement by 17% through A/B-tested design system updates.
- Developed new Rewards and Crypto modules and contributed scalable components to PayPal's global design system (PPDS 5.xx).

UX Designer

Nestlé (Petfinder.com) · Apr 2023 – Jun 2024

- Reimagined the Point-of-Sale and search experience, introduced Fast Facts and adopter-quiz improvements, and designed the shareable Annual Review experience and payments dashboards for shelters.

Staff Product Designer

Achieve · May 2022 – Jun 2024

- Designed tools like the Debt Payoff Calculator, boosting traffic by 26% and conversions by 8%.
- Improved form conversion by 12% and reduced UI handoff time by 25% through reusable design system components.
- Standardized UX patterns across mobile and web, delivering stakeholder-approved dashboards and lead-gen flows.

Sr. UX Designer

Kin + Carta (Agency — Multiple Clients) · Jun 2021 – Apr 2022

- NetJets: transformed static proposals into a branded, interactive tablet experience; US Foods: led a mobile-first redesign of eCommerce workflows.
- Syngenta Seeds: delivered UX flows and high-fidelity UI for the GHX Seed App.

Creative Lead

MIT Sloan · Feb 2020 – May 2021

- Directed a cross-functional team (design, dev, motion) delivering a native iPad event app in 3.5 weeks, boosting visitor engagement by 40% with animation-rich interactions.

Managing Director & Design Lead

Nimblebot (Creative Agency) · Feb 2018 – Mar 2021

- Led all operations for a remote creative agency across 3 time zones, managing client relationships with PayPal, MIT, and Fortune 500 companies.
- Acted as player-coach: mentored junior designers while handling UX, design, and production across web, mobile, animation, print, and marketing.

Lead Startup Designer

Cuju.pro · Feb 2016 – Jan 2018

- Redesigned onboarding, core flows, design system, and gamified UI for a youth sports platform, reducing churn by 28% and boosting event registrations by 60%.

Gaming & App Designer

Foresight Sports · Mar 2015 – Jan 2016

- Re-conceptualized the flagship iPad app and created UI/UX assets and flows for multiple games within the FSX golf simulator.

EDUCATION

BSc, Computer Science · American University in Cairo (AUC)

Recommendations: [linkedin.com/in/ealatrebi/details/recommendations](https://www.linkedin.com/in/ealatrebi/details/recommendations)