

Yehia Nada

Senior Product Designer
Design System Expert



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Experience



Head of Design

NSH Digital

JAN 2025 – JULY 2025

I oversee the design and delivery of user-centered digital solutions. I guide concept development, interface design, and design system work, collaborating with designers, developers, and stakeholders to ensure consistency and quality across all platforms.



Design Lead

Open Reply

JUL 2019 – DEC 2024

As a Design Lead and Design System Manager I am responsible for the development and execution of creative concepts for leading-edge digital app solutions. As well as creation, maintenance, governance, and admin of various design systems and their libraries. Working in a creative environment with various designers, copywriters, content strategists, and interactive and front-end developers.



Senior Art Director

Publicis.Sapient

OCT 2017 – SEP 2019

Responsible for brainstorming, conceptualizing, designing and execution of creative concepts for leading-edge Marketing and Web solutions. Playing a very important role to balance out the responsibility of designing exceptional interfaces and collaborating with a team of people ranging from, user experience experts, copywriters, graphic designers, interaction designers to developers.



Head Visual Designer

Leitner Center

APR 2008 – MAR 2018

Oversee the creation and maintenance of their website and all their various websites for their programs.

Education

2013 Masters of Art in Graphic Design

Florence Design Academy

2012 Masters of Science in Software Engineering

École Polytechnique de Montréal (exchange)

2010 Bachelor Degree in Computer Science

Ahram Canadian University

Roles

Senior UI Designer

Design Lead

Design System Manager

Graphic Designer

Product Designer

Creative Designer

Expertise/Skills

- Develop and **design creative concepts** according to brief requirements
- Apply **brand identity systems**, typography, photography, color and other ingredients appropriately to create innovative visual solutions that meet business and user needs
- Visualize, design and **conceptualize user experiences**
- Create visual **prototypes** or screens
- **Extend existing visual systems**/brand guidelines across all mediums
- Provide **quality assurance** of all creative deliverables
- **Delegation** of day-to-day responsibilities to other designers, art directors, writers and interactive developers
- **Present ideas** on the team's behalf to the client

Software/Apps

Figma

Photoshop

Confluence

Jira

Trello

Slack

Zoom

MS Teams

Awards



2x BIMA Awards
Sector:
Healthcare



OMMA Awards
Mobile: Single
Execution App



Epica Award
Mobile Sites &
Apps



TheOneshow
Merit Award
Digital Craft

Interests

Fitness

Gym

Tennis

Squash

Oil Painting

Photography

Calligraphy

Typography

Travelling

Reading

Movies

Minimalism

Languages

English

French

Dutch

Arabic