

Layla Haddad

SENIOR PRODUCT DESIGNER

I design calm interfaces for complicated products.

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PROFILE

Product designer with nine years shaping fintech and logistics software used daily by operations teams across the Gulf. I work close to engineering, prototype in code, and care most about the unglamorous parts: empty states, error copy, and the tenth screen nobody demos. Previously design lead on a payments platform that grew from 4k to 180k monthly active businesses.

EXPERIENCE

Design Lead, Payments

Apr 2021 to Present

[Tamkeen Pay](#) • Manama

Own end-to-end design for the merchant payments platform. Lead a team of four designers embedded across three product squads.

- Rebuilt the merchant onboarding flow, raising completion from 41% to 78% and cutting verification support tickets by half.
- Introduced a shared design system across web and mobile, cutting new-screen build time from roughly two weeks to three days.
- Ran the first accessibility audit in company history; brought the core dashboard to WCAG 2.2 AA.

Senior Product Designer

Aug 2018 to Mar 2021

[Cargolink](#) • Manama

Sole designer on the dispatch console used by fleet operators across the Gulf.

- Redesigned the live dispatch board around one dense, keyboard-first table, helping operators handle 30% more shipments per shift.
- Shipped an Arabic-first RTL rework of the entire product, opening three new markets.

Product Designer

Jan 2016 to Jul 2018

[Studio Meem](#) • Manama

Agency work across banking, education and public-sector clients.

- Delivered eleven client projects, four of which are still in production today.

SELECTED WORK

Ledger

2024

Design & front-end

An open-source double-entry bookkeeping UI for small studios. 3.1k stars, used by around 400 businesses.

Open source • React • Design system

SKILLS

Design

Product design • Design systems
Interaction design • Prototyping
Accessibility • User research

Tools

Figma • Framer • Rive • Storybook
Linear

Code

React • TypeScript • Tailwind CSS
SVG / Canvas

EDUCATION

BSc Graphic Design

University of Bahrain • Sakhir

Sep 2011 to Jun 2015

Graduated with distinction

LANGUAGES

Arabic	Native
English	Fluent
French	Conversational

ONLINE

Instagram	@layla.designs
X	@laylahaddad
TikTok	@layla.designs
LinkedIn	laylahaddad

CERTIFICATIONS

Certified Professional in Accessibility Core Competencies

IAAP • 2023

Kufic Type Lab

2023

Creator

A browser tool for exploring geometric Kufic letterforms and exporting them as SVG. Featured in [Typographica](#).

Typography · Canvas · Arabic

Field Notes

2022

Research · Lead

A longitudinal study of how warehouse staff actually use handheld scanners. Published as a 40-page public report.

Research · Publication