

Portfolio

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Ismail Ahmad
Ismail Ahmad

Senior Product & UX Designer.

Designing brands, websites, and
products for the ambitious companies
across Europe and Africa.

UX • Product • UI • AI & Leadership

My experience

Senior Product Designer and Entrepreneur with a demonstrated history of working in the financial industry. Responsible for complex projects across banking, finance and hospitality, within cross-functional teams and challenging tasks. Skilled and experienced in Building Digital Products, Branding, Art Direction, and Leading.

A strong business acumen with a stint from University of Europe, Applied Science, Berlin, Germany. Work for clients such as MotelOne, Deutsche Bank, Al Etihad Credit, Lemfi, Accenture, Nigeria Tourism, Transport & Logistics and many others.

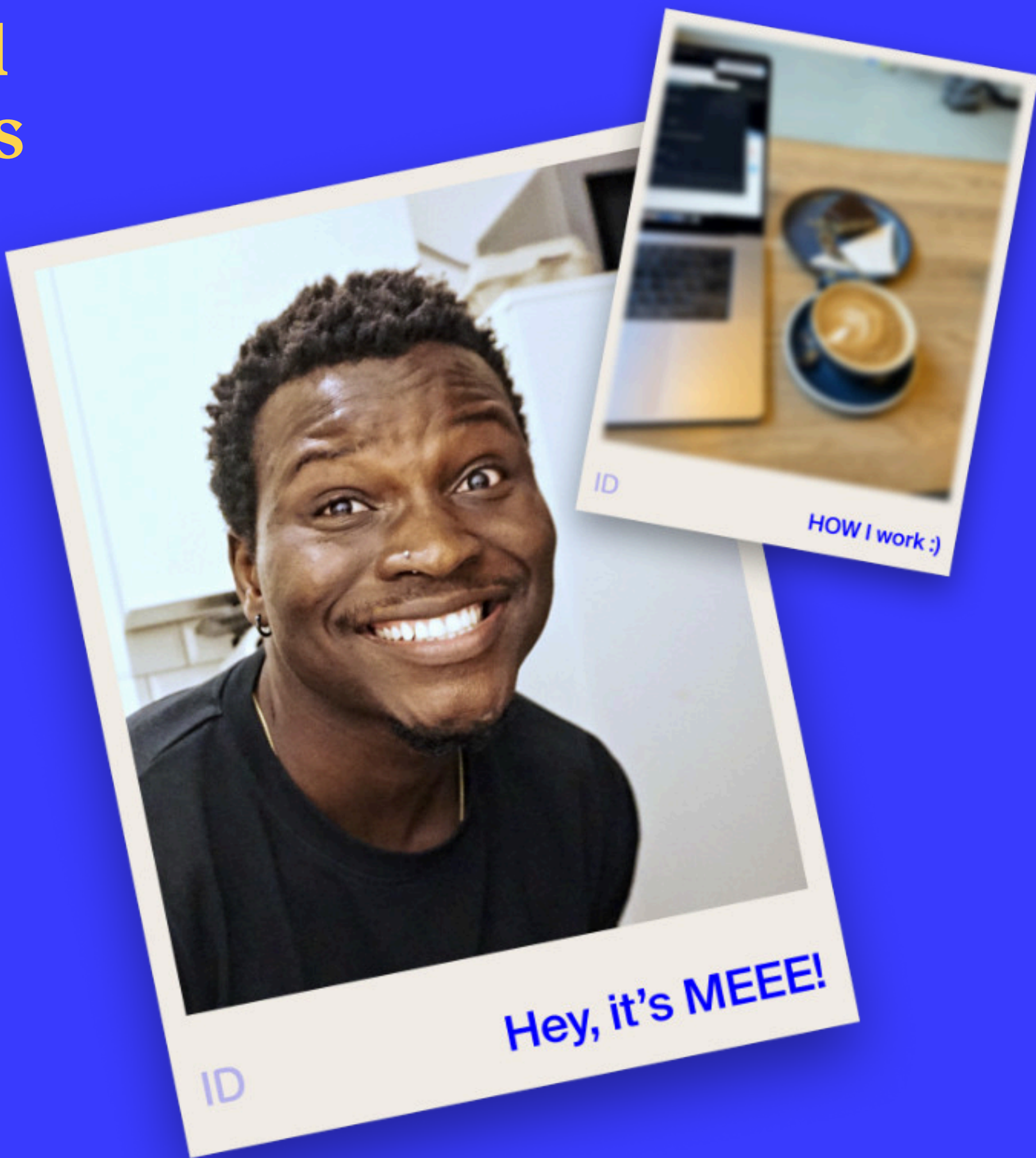
Some International awards like Ret Dot and others.



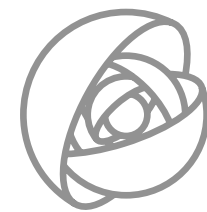
Currently
Sterling Bank
Head of Design
Contracted June 2025 - till now

Accenture Song
Senior Product Designer
Mar 2023 - Sep 2024

Lemfi
Senior Product Designer
Sept 2021 - March 2023

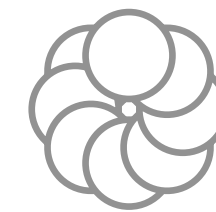


Principle



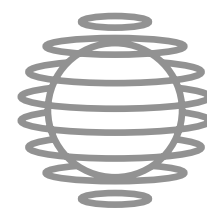
Human first design

I balance function with empathy. Visual delight, tone, and feedback that make the experience feel personal. It should feel like it was made for someone, because it was.



Progressive craft

I build with curiosity and with improvement in mind. I test, refine, and evolve — every iteration should be better than the one before it. Nothing I make is finished, it is just the best version so far.



Detail oriented execution

I take the work seriously and myself less so. Teams that laugh together tell each other the truth sooner, and hard problems get easier when the room is not tense.



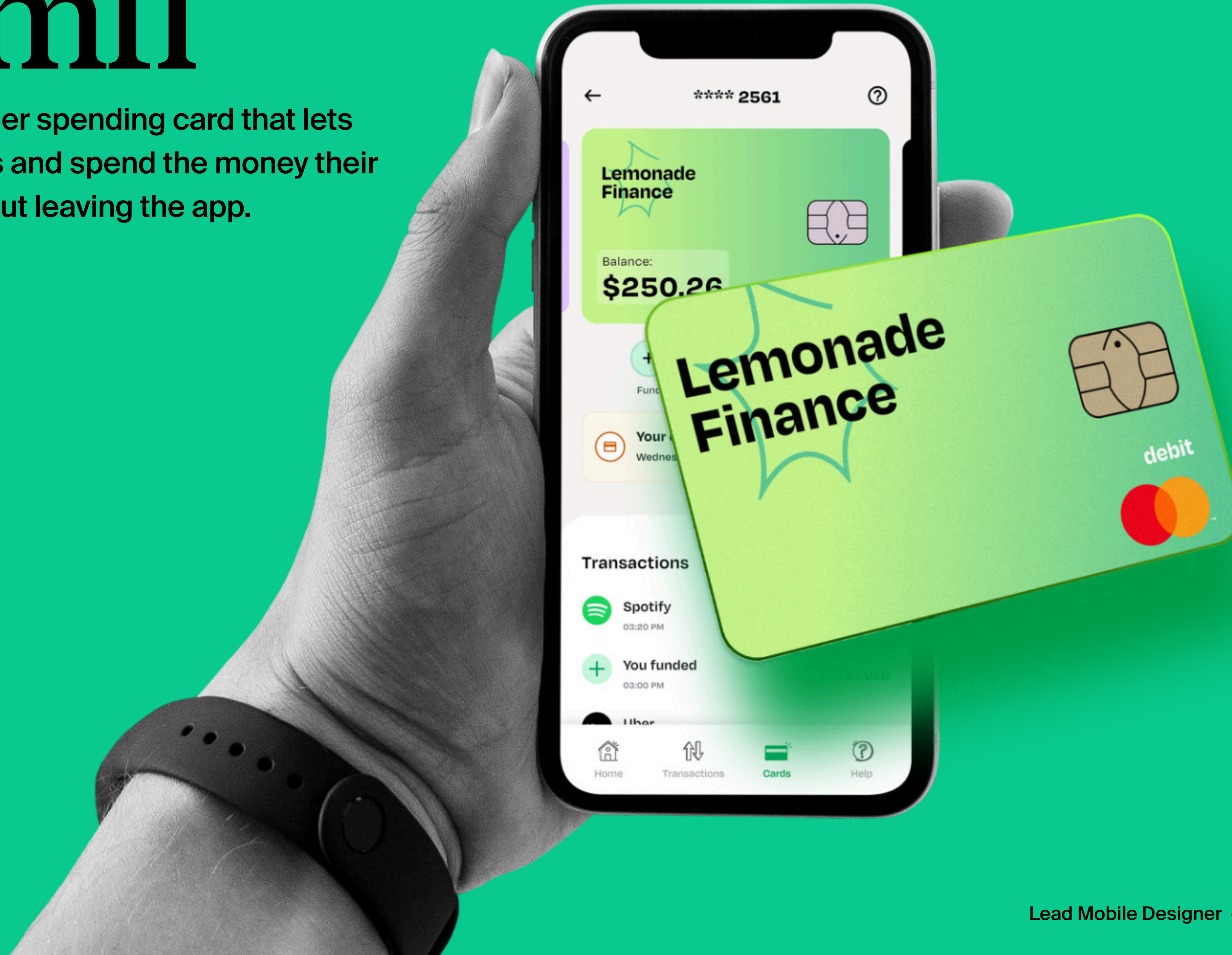
Clarity over cleverness

The details are the work. Spacing, micro-interactions, error states. Trust is built in the pixels people don't consciously notice.

Lemfi

A cross-border spending card that lets users access and spend the money their money, without leaving the app.

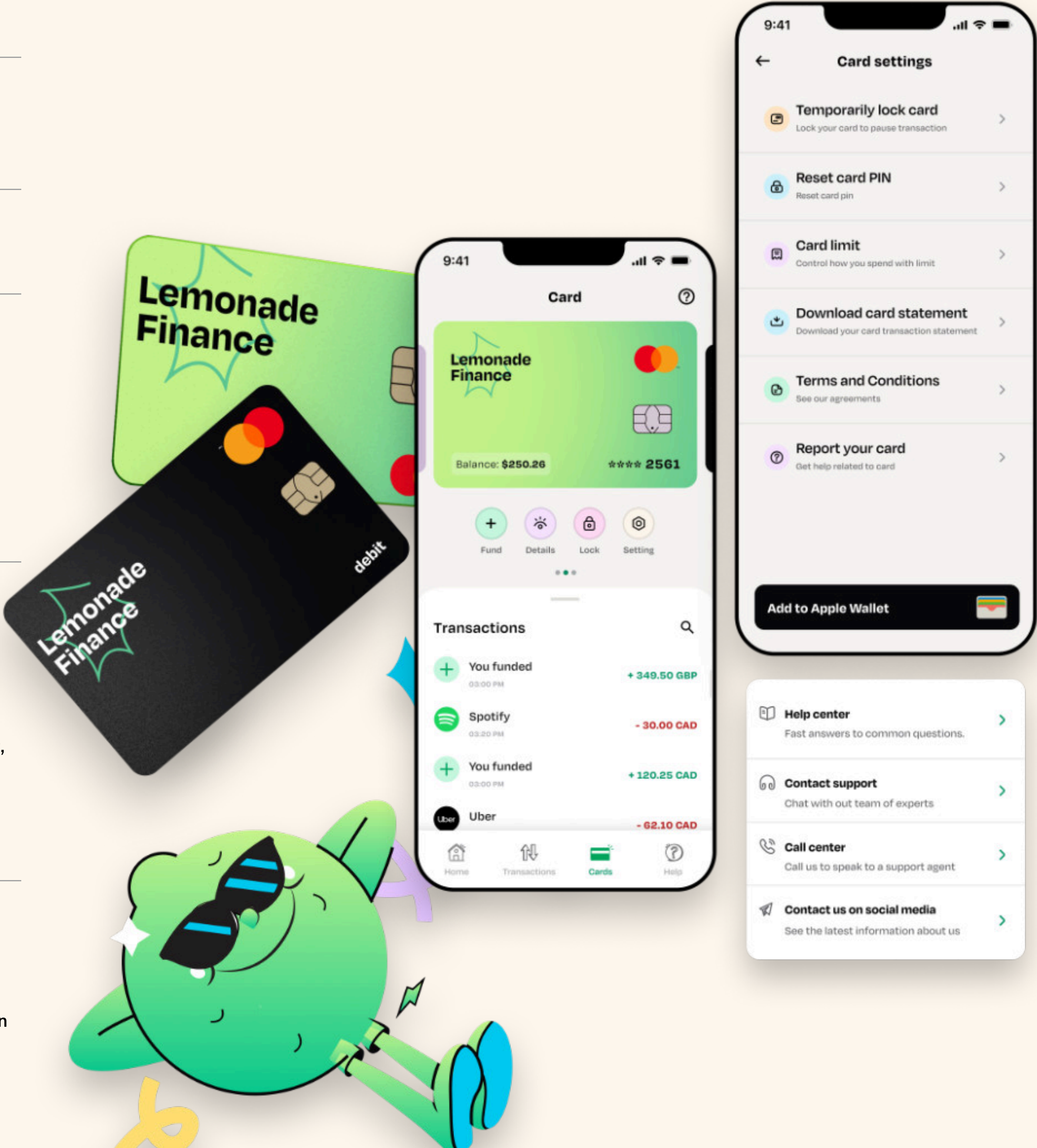
 live here ↗



Context

Lemfi is a financial technology company offering a range of services like remittance designed for people in the diaspora. I worked on all touchpoint from mobile, to website to portal and communities integration

Services	Features & App Designs Competitors Analysis User Testing UI / UX Design
Industries	Financial Services Fintech Remittance
Challenges	- To design a new debit card from scratch specifically for the UK market, which includes a highly diverse immigrant population. - The design needed to feel premium, secure, and trustworthy to encourage daily use for financial transactions. - It was crucial to create a distinct visual identity that would stand out in the crowded UK fintech space while aligning perfectly with Lemfi's brand.
My role	- Designed multiple concepts that balanced a modern, minimalist aesthetic with subtle nods to the brand's global, inclusive mission. - Developed a cohesive design system for the physical card, its virtual in-app counterpart, and all associated marketing materials. - Created a simple yet elegant physical card with a focus on high-quality materials and a clean layout, ensuring usability and a premium feel. - Designed the card's packaging and unboxing experience to introduce the new product and reinforce the brand's values of care and reliability.
Results	- Raised over \$53 million Series B round. - Successfully launched and rolled out to all UK customers, resulting in high adoption rates. - The card design received positive feedback, strengthening brand loyalty. - Contributed to a significant increase in transaction volume within the UK market.



Design system

Developed a cohesive assets, the iconography, colors, illustration and design system for the physical card, its virtual in-app counterpart, and all associated marketing materials.

Degular
SemiBold
Regular

 Nigeria

 Ghana

 Uganda

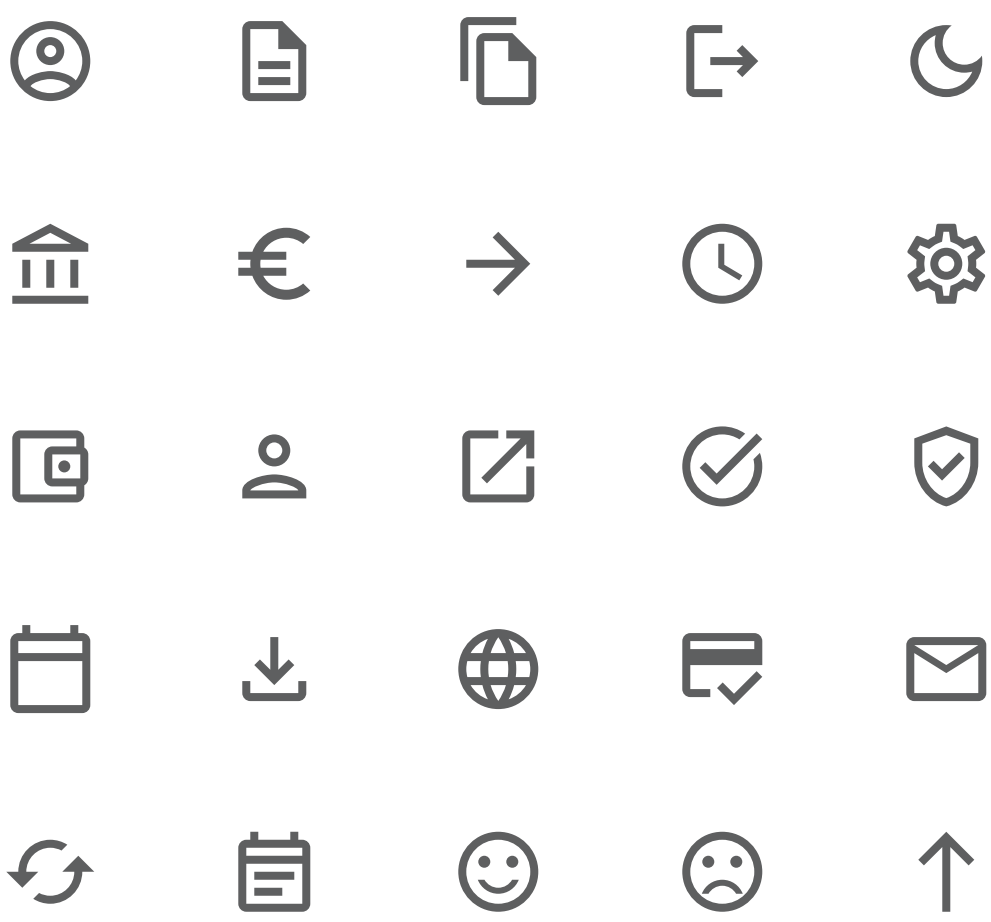
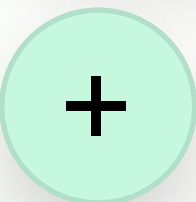
 Benin

 Ghana

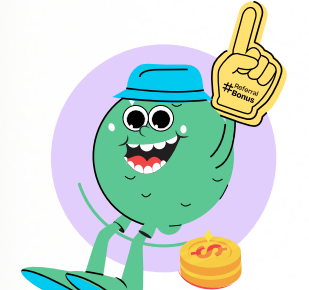
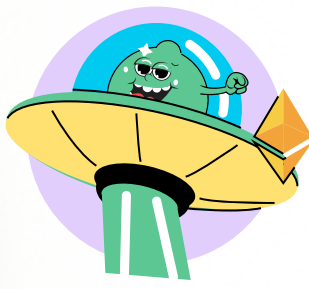
 Rwanda

 Get 50 GBP

Get help



Lemonade
Finance



 Francis Ramon - 730.00 CAD
In progress

 Francis Ramon 310.00 CAD
Successful

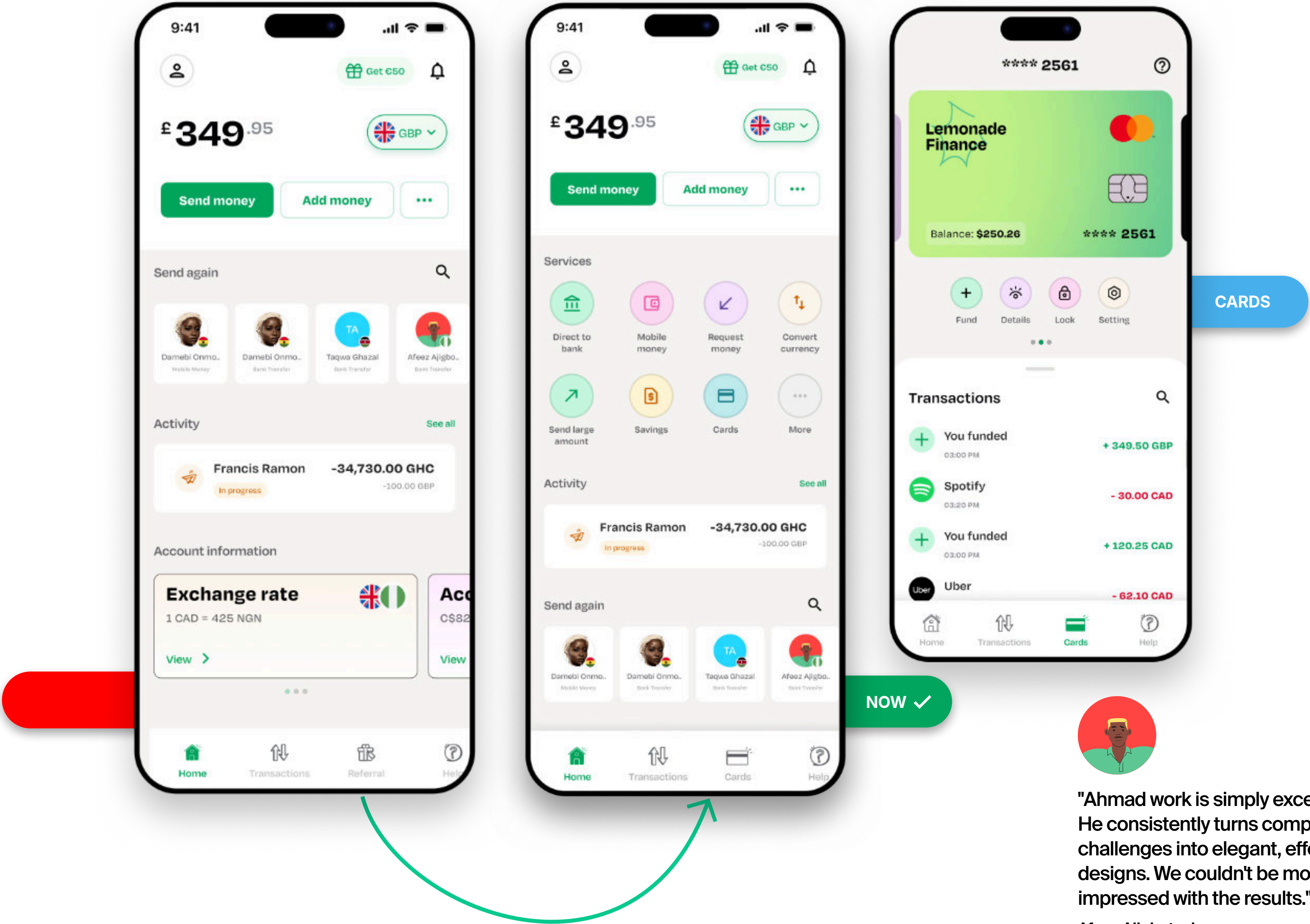
Continue with CAD

Continue with CAD

Conclusion

Successfully launched and rolled out to all UK customers, resulting in high adoption rates across UK, USA and Nigeria communities. The new card design received positive user feedback for its look and feel, strengthening brand loyalty.

Contributed to a significant increase in transaction volume within the UK market following its introduction.



"Ahmad work is simply exceptional. He consistently turns complex challenges into elegant, effective designs. We couldn't be more impressed with the results."

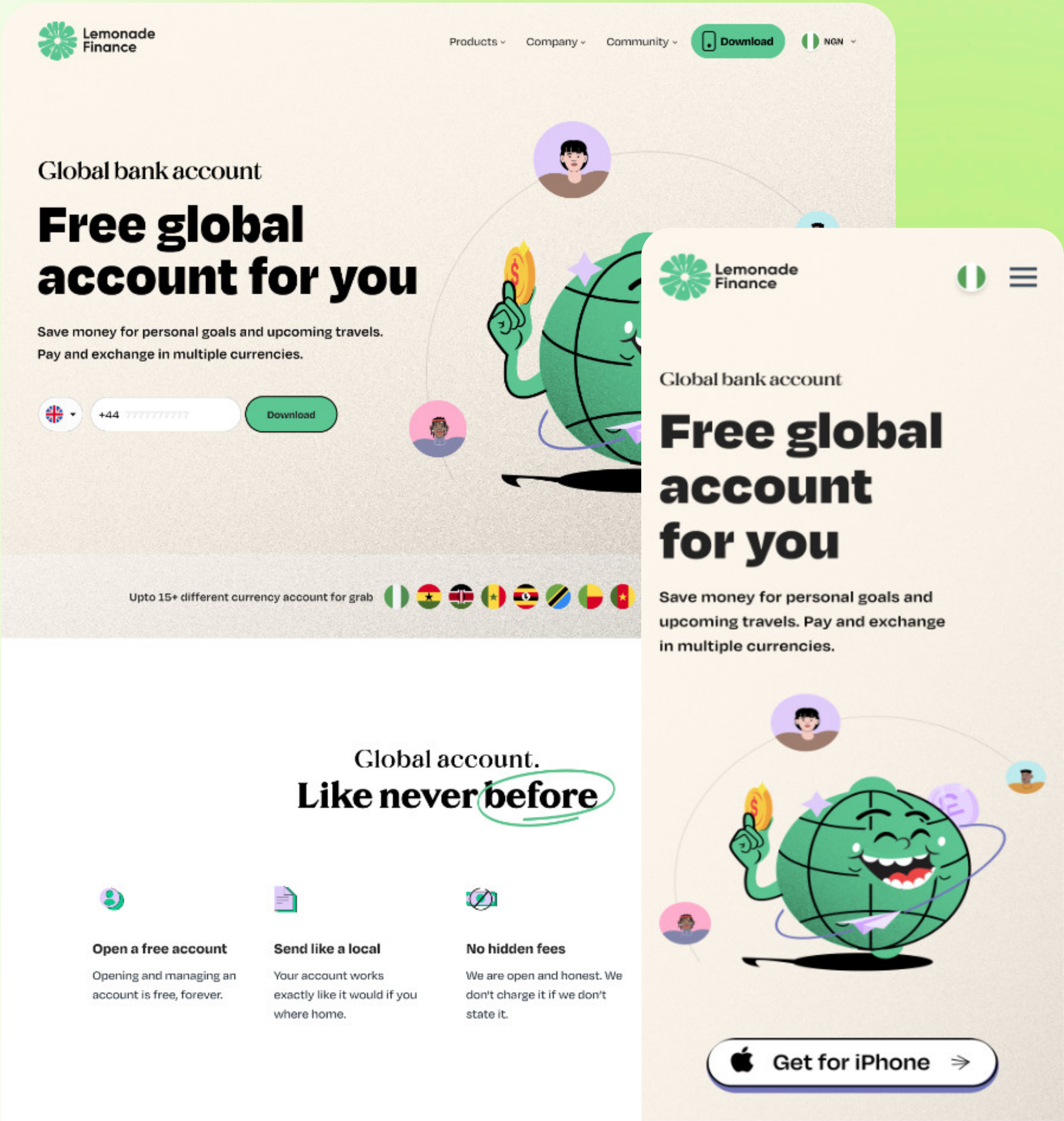
Afeez Ajigbotosho
Head of Product

Website

Lemfi is a financial technology company offering a range of services like remittance designed for people in the diaspora. I worked on all touchpoint from mobile, to website to portal and communities integration

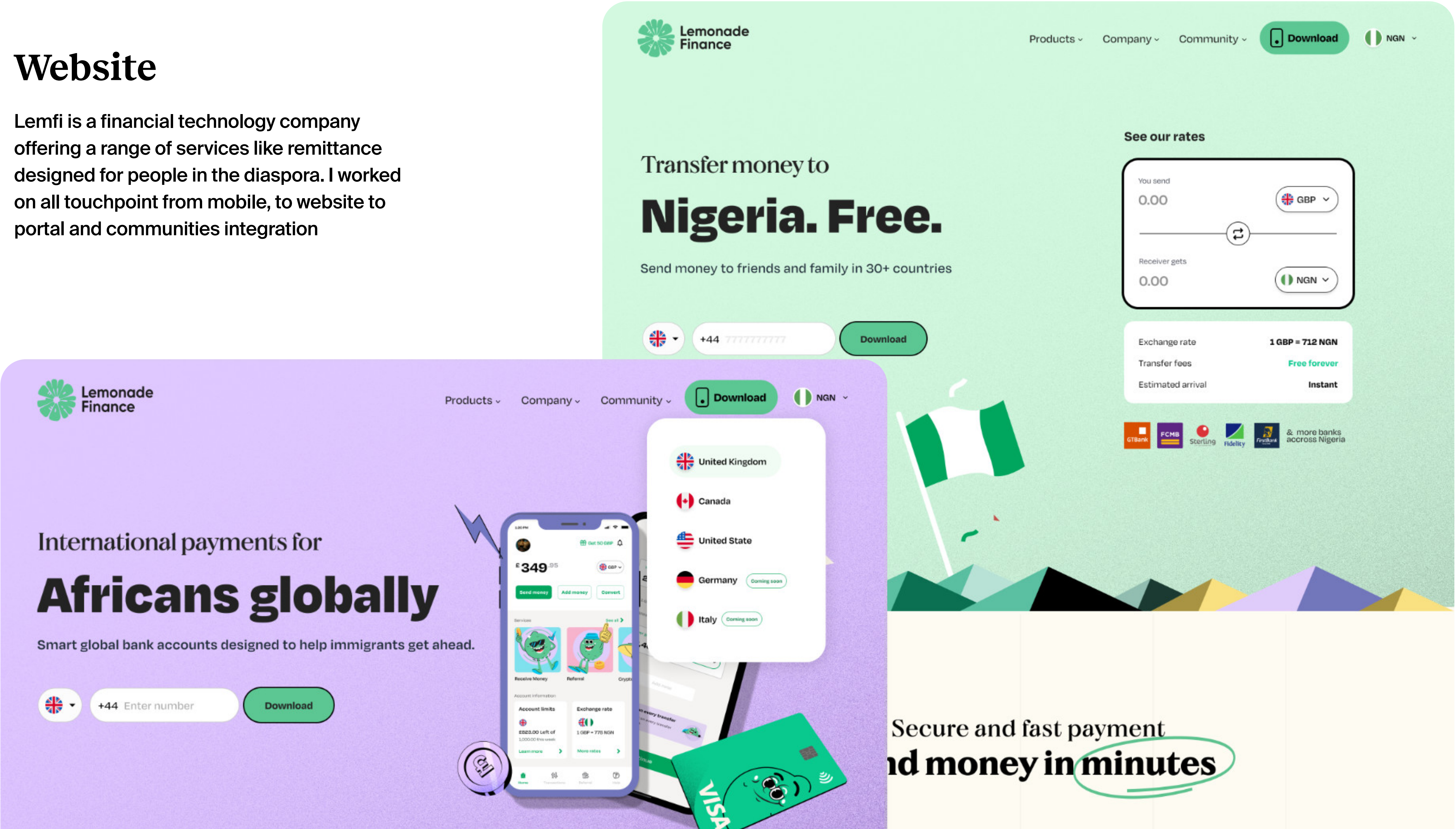
Services	Web Design Web Development Branding UI/UX Design
Industries	Financial Services Fintech Remittance
Challenges	• Redesigning the website to represent a diverse, global user base from many different backgrounds and countries. • Creating a system where each visitor could see a version of the site that felt personalized and unique to them. • Ensuring the new design authentically represented the right people and cultures, to foster a sense of belonging.
My role	• Conducted research to build personas for key immigrant communities, ensuring the design and content would resonate. • Designed and developed a dynamic, modular website capable of personalizing content, imagery, and currency information based on the visitor's location. • Refresh the Lemfi identity across the site creating a clean, accessible, and intuitive user interface. • Built a comprehensive UI/UX design system to ensure consistency and scalability as Lemfi expands its services to new countries.

Results	• The clear user journeys and value proposition clarity supported the company's growth to over 1 million users. • Built the foundation for where the design is today, and for the new brand identity.
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Website

Lemfi is a financial technology company offering a range of services like remittance designed for people in the diaspora. I worked on all touchpoint from mobile, to website to portal and communities integration



Digital Key & Check-in

MOTEL  ONE

 live here ↗

Fully digitalised check-in and check-out,
and a Mobile Key designed that replaces
the room card entirely for traveler.

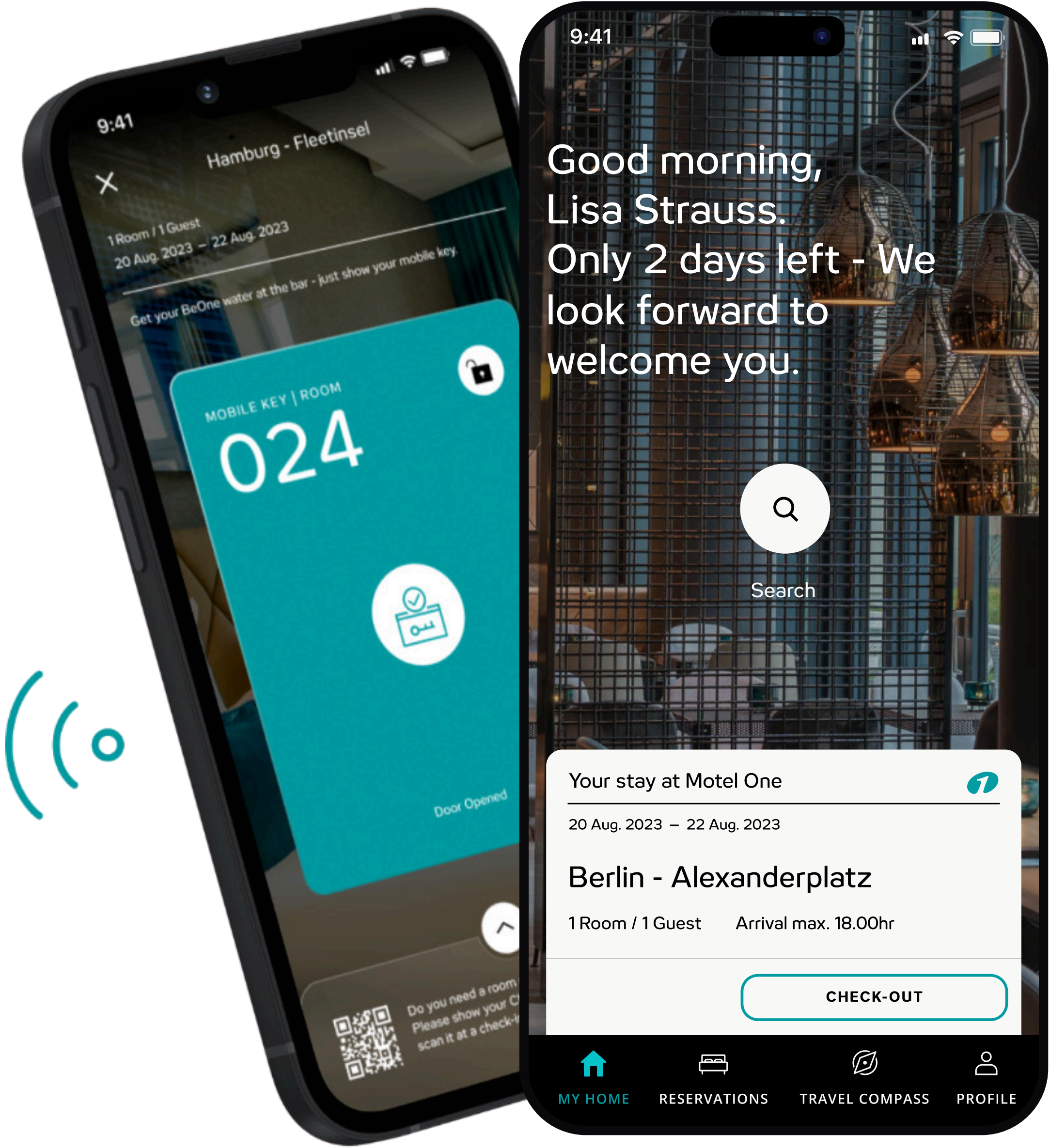


Senior Product Designer & UX / UI Designer

Context

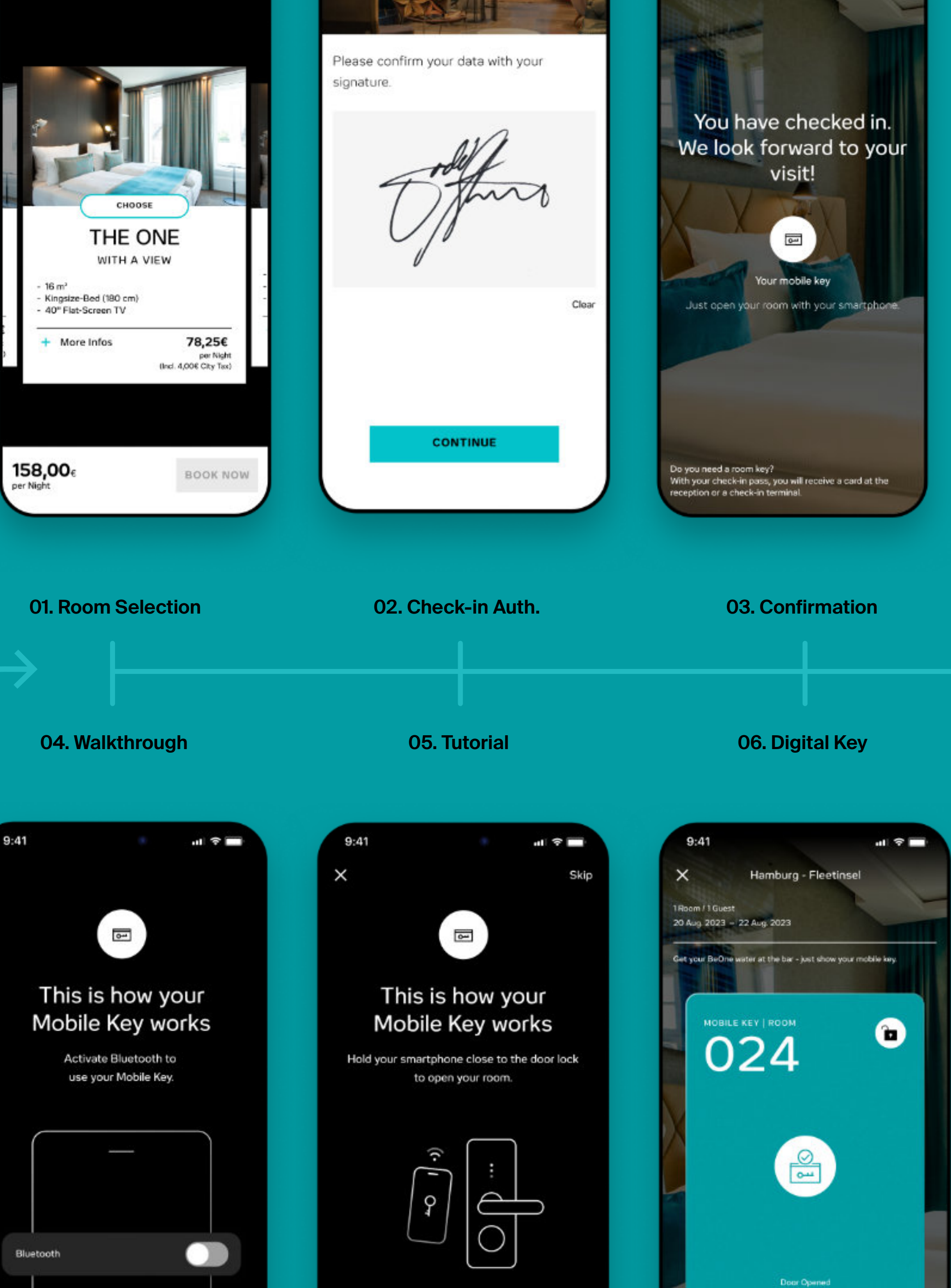
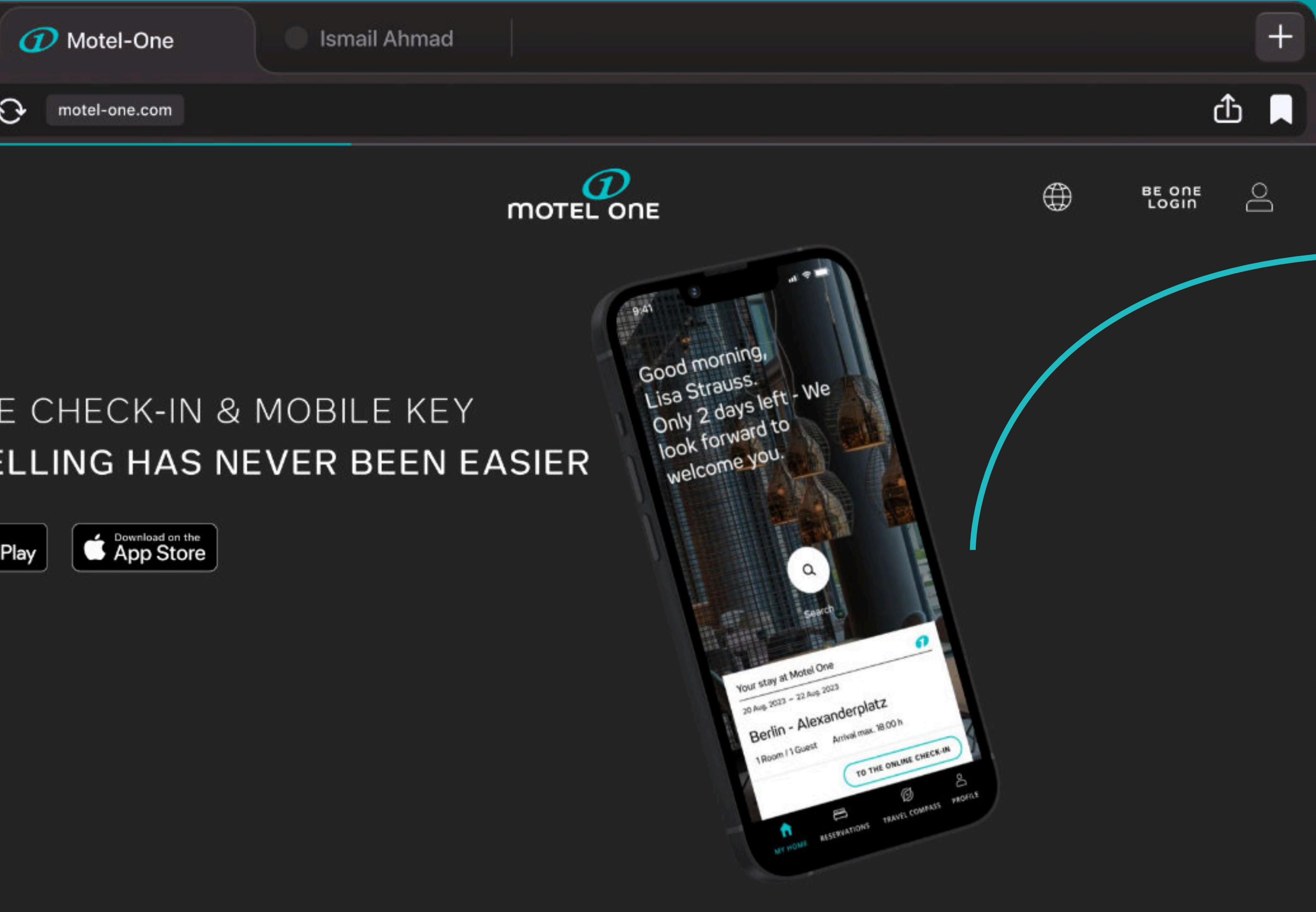
Motel One stands out for transforming budget hospitality with design-forward. Centrally located hotels that retain affordability, currently moving toward further growth and public offering.

Services	Mobile App Design (iOS & Android) User Research Product Strategy UX Design
Industries	Travel & Hospitality Hotel & Accommodation Digital Services
Challenges	- To elevate the Motel One 'beOne' app from a simple booking tool into an essential, all-in-one digital companion for the modern traveler. - The primary challenge was to design a completely frictionless guest experience, from a lightning-fast "booking" process to a fully digital check-in that eliminates front desk queues.
My role	- Mapped the entire guest journey from pre-arrival excitement to a seamless departure. - Architected the flow and information architecture to reduce the numbers of booking for checking and "3-click booking" flow, simplifying the reservation process. - Designed an intuitive mobile key feature, ensuring the app provided seamless access to rooms and hotel amenities, reference real world card design. - Conduct research, benchmark industry standards to mirrors Motel One's exclusive design, ensuring the digital experience feels as high-quality as the physical hotel.
Results	- Successfully rolled out across 92 hotels, leading to a significant increase in mobile bookings and member engagement. - The 'beOne' app became a key differentiator, cementing Motel One's reputation as an innovator in hospitality experience at 🏆 Red Dot Award.



Result

The digital check-in and mobile key functionality received outstanding guest feedback, drastically reducing wait times and improving overall satisfaction scores.

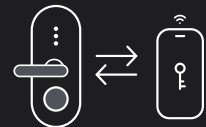


Blueprint & constraints



LEGAL REGULATIONS

The Online Check-In is affected by different legal regulations depending on the country and region of each hotel.



PHYSICAL & DIGITAL COMPONENTS

The interplay between physical and digital components required a compatibility between on-site hardware and the Bluetooth technology used for the Mobile Key.



VARIOUS STAKEHOLDERS

Coordinating various internal and external stakeholders further increased the complexity of the project.



QUALITY STANDARDS & USABILITY

We had to ensure Motel One's quality standards through extensive on-site usability testing.

Created the blueprints to guide the experience vision with the purpose to reach guests at the right moments with the right information that not only answers their needs but is able to make taking action even simpler.



Channels

Notes: *Open Chat and Live to capture email and phone respectively based on region*

CTAs

- 1 **Primary CTA**
- 2 **Secondary**
- 3 **Outbound Distribution**

OPPORTUNITIES

Notes: *Revenue Opportunities require opt in based on regional privacy guidelines*

- 4 **Opportunity**
- 5 **Generate**

KPIs

PRIORITY

- 6 **Primary**
- 7 **Secondary**

ENGAGEMENT

Communication Relevancy

- 8 **Open Rate**
- 9 **Click Through**
- 10 **Time on Page**
- 11 **Unsubscribe**
- 12 **Delivery Rate**
- 13 **Bounce Rate**
- 14 **Guest Satisfaction**
- 15 **Mobile Key Usage**

CONVERSION

Revenue Driving Activities

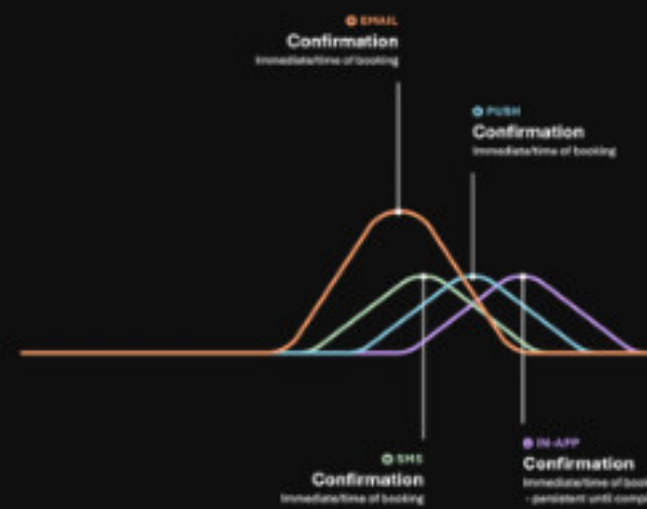
- 16 **App Download**
- 17 **Activity Reservations**
- 18 **Membership Enrollment**
- 19 **Card Enrollment**
- 20 **Other Registration**
- 21 **Bookings Ancillary Revenue**

Moments That Matter & Capability Dependencies

TIMELINE		MOMENTS THAT MATTER
NOW	No marriage conflicts of dependencies	Booking & Room Experience
NEXT	We'll be possible with MSP / DIT	Trip Planning & Travel Experience
LATER	Not currently on any known roadmap	

Research & Commit

1. Confirm bookings and loyalty status
2. Learn about trip type and travel party
3. Drive app downloads



Confirmation

@ SMS (Premium)

Your reservation is confirmed.

Be sure you have the Motel One app to make the most of your upcoming trip.

Tell us more about your trip so we can prepare for your visit.

@ SMS

You're booked with [Property] on [dates]. We look forward to serving you.

If no app, THEN download the Motel One app to learn more about what to expect in [City].

If app, THEN no SMS

@ PUSH

You're booked with [Property] on [dates].

Tell us more about your trip so we can prepare for your visit.

@ IN-APP

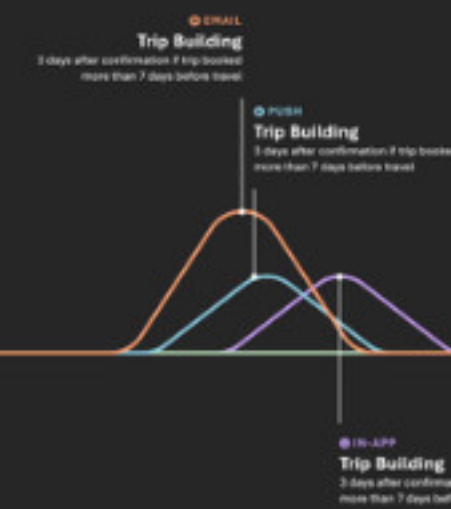
Tell us more about your upcoming trip to [Property], [City].

Moments That Matter & Capability Dependencies

Now	Next	Later
Booking confirmation	Loyalty points and tier update	Add / share with travel party
Download app	Upgrade opportunities	Autonomous communications for co-planners
Add booking to calendar	Determine trip type	
Modify/ancel	Review conference and group information	
Set or update language preferences		
Mobile preference center survey		

Get Ready
PREPARE

1. Share property and room details
2. Assist with itinerary planning
3. Learn health and accessibility needs



Trip Building

The image displays two side-by-side screenshots of a mobile application interface, comparing the current version (left) with a proposed version (right). Both versions feature a dark theme and a list of recommendations.

Current Version (Left):

- Browse What to Expect Page in App:** A section with a header and a list of items.
- Book Activities / Visit Our Trip Builder:** A button with a right arrow.
- New Your Travel:** A button with a right arrow.
- Upgrade Your Booking:** A button with a right arrow.
- View Offers:** A button with a right arrow.
- Add Activities to Itinerary:** A button with a right arrow.
- Share With Your Travel Party:** A button with a right arrow.
- Go Back Member Recommendations:** A button with a right arrow.
- Join Our Travel Community:** A button with a right arrow.
- What to Expect Page:** A button with a right arrow.
- Room Request Survey:** A button with a right arrow.
- Book Community:** A button with a right arrow.

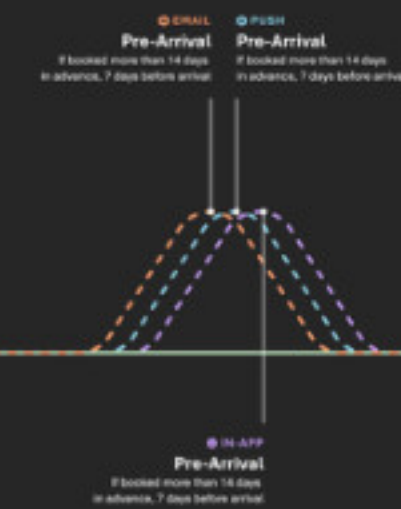
Proposed Version (Right):

- Browse What to Expect Page:** A section with a header and a list of items.
- Book Activities / Visit Our Trip Builder:** A button with a right arrow.
- New Your Travel:** A button with a right arrow.
- Upgrade Your Booking:** A button with a right arrow.
- View Offers:** A button with a right arrow.
- Add Activities to Itinerary:** A button with a right arrow.
- Share With Your Travel Party:** A button with a right arrow.
- Go Back Member Recommendations:** A button with a right arrow.
- Join Our Travel Community:** A button with a right arrow.
- Destination Property and City:** A button with a right arrow.
- Destination Interest to City Page:** A button with a right arrow.
- Discover what you're looking for:** A button with a right arrow.
- Personalized offers:** A button with a right arrow.
- Open Rate:** A button with a right arrow.
- Time on MTE Page:** A button with a right arrow.
- Click Through:** A button with a right arrow.
- Source Rate:** A button with a right arrow.
- Activity Recommendations:** A button with a right arrow.

Now	Next	Later
Add activities to calendar	What to Expect details	Build party itinerary with Trip Builder
Usability & UI refinements	Understand benefits at property	Review member recommendations
	In-room requests	Join travel community
	Room tour and upgrade opportunities	Ones Communications
	View Consecutive Bookings	

GET THERE

1. Assist with en-route travel logistics, local way-finding, and pre-arrival requests
2. Learn flight or train details for arrival tracking
3. Simplify the check-in process.
4. Delight guest with complimentary room upgrade (optional, based on loyalty status)



Pre-Arrival

EMAIL [PRIMARY]

If booked more than 14 days
in advance, THEN:

We look forward to welcoming you at
the iPharmacy! Let us know when we
can expect you.

View room details and requests.

Book with our transportation partner -
rental car, airline, ride share,

Local area map, dining and
workspace options, parking.

If booked less than 14 days in advance,
THEN communication is skipped.

PHONE REMINDER DETAILS

Update in-Room Requests

Book Additional Reservations

Get On Board Offer!

Get Around Town Offer!

EMAIL [PRIMARY]

If booked more than 14 days
in advance, THEN:

We look forward to welcoming you at
the iPharmacy! Let us know when we
can expect you.

If booked less than 14 days in advance,
THEN communication is skipped.

PHONE REMINDER DETAILS

Update in-Room Requests

Book Additional Reservations

Get On Board Offer!

Get Around Town Offer!

TEXT APP [PRIMARY]

If booked more than 14 days
in advance, THEN:

We look forward to welcoming you at
the iPharmacy! Let us know when we
can expect you.

View room details and requests. Book
with our transportation partner -
rental car, airline, ride share,

Local area map, dining and
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PHONE REMINDER DETAILS

Update in-Room Requests

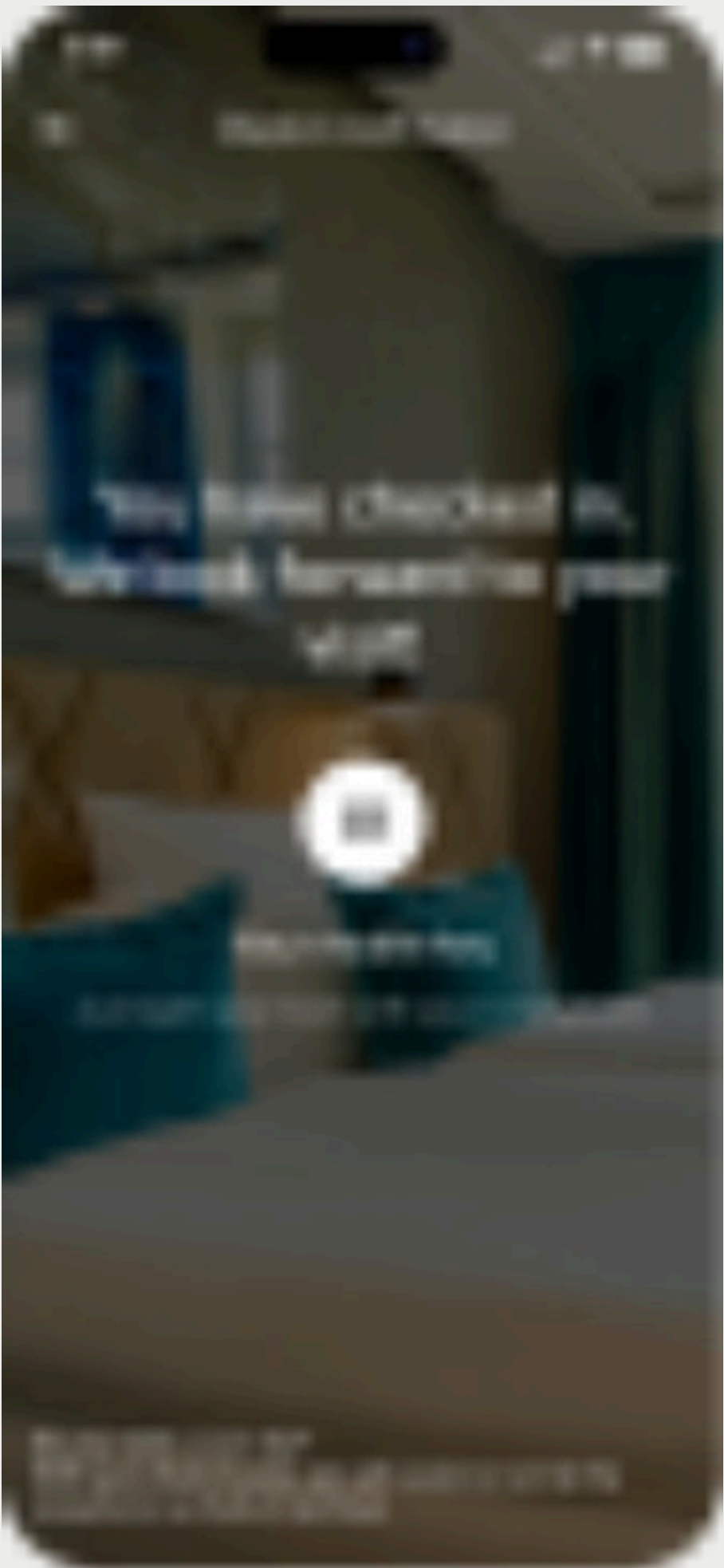
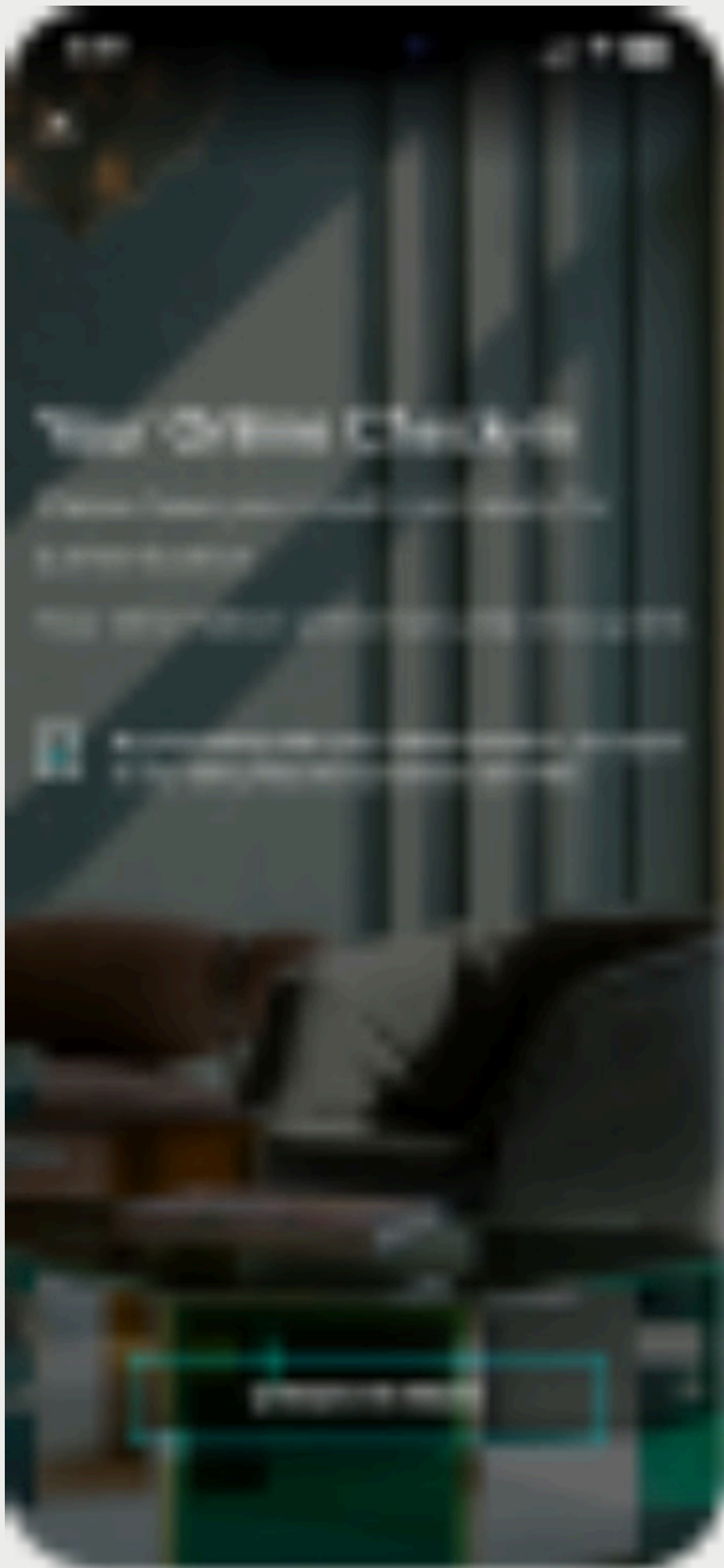
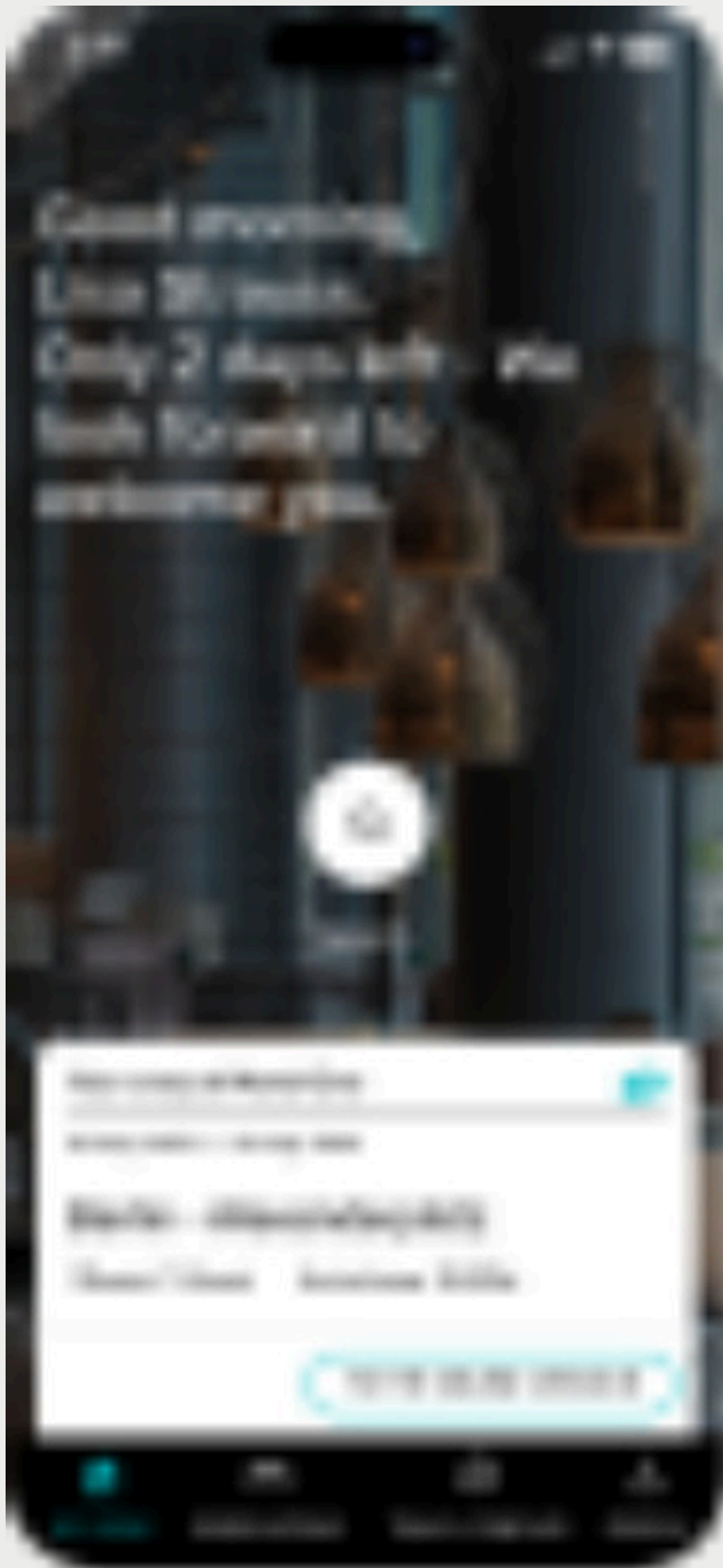
Book Additional Reservations

Get On Board Offer!

Get Around Town Offer!

Online check-in

Fast and simple – check in digitally
carefully curated to save user time
at the hotel.



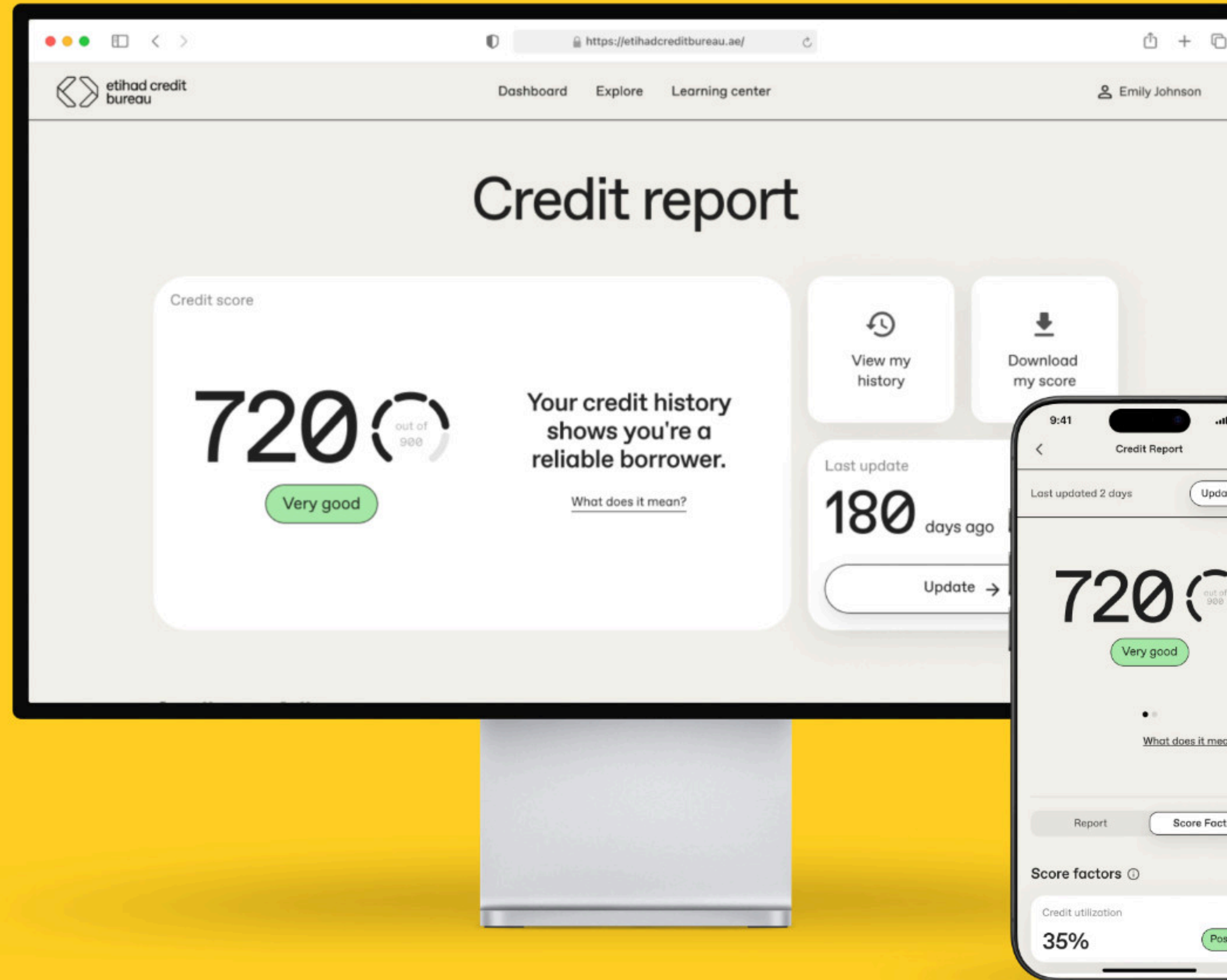
Digital key

Seemless more mobile key cards on customer mobile phones is now the only room key require to access the hotel.



Web & Portal Design

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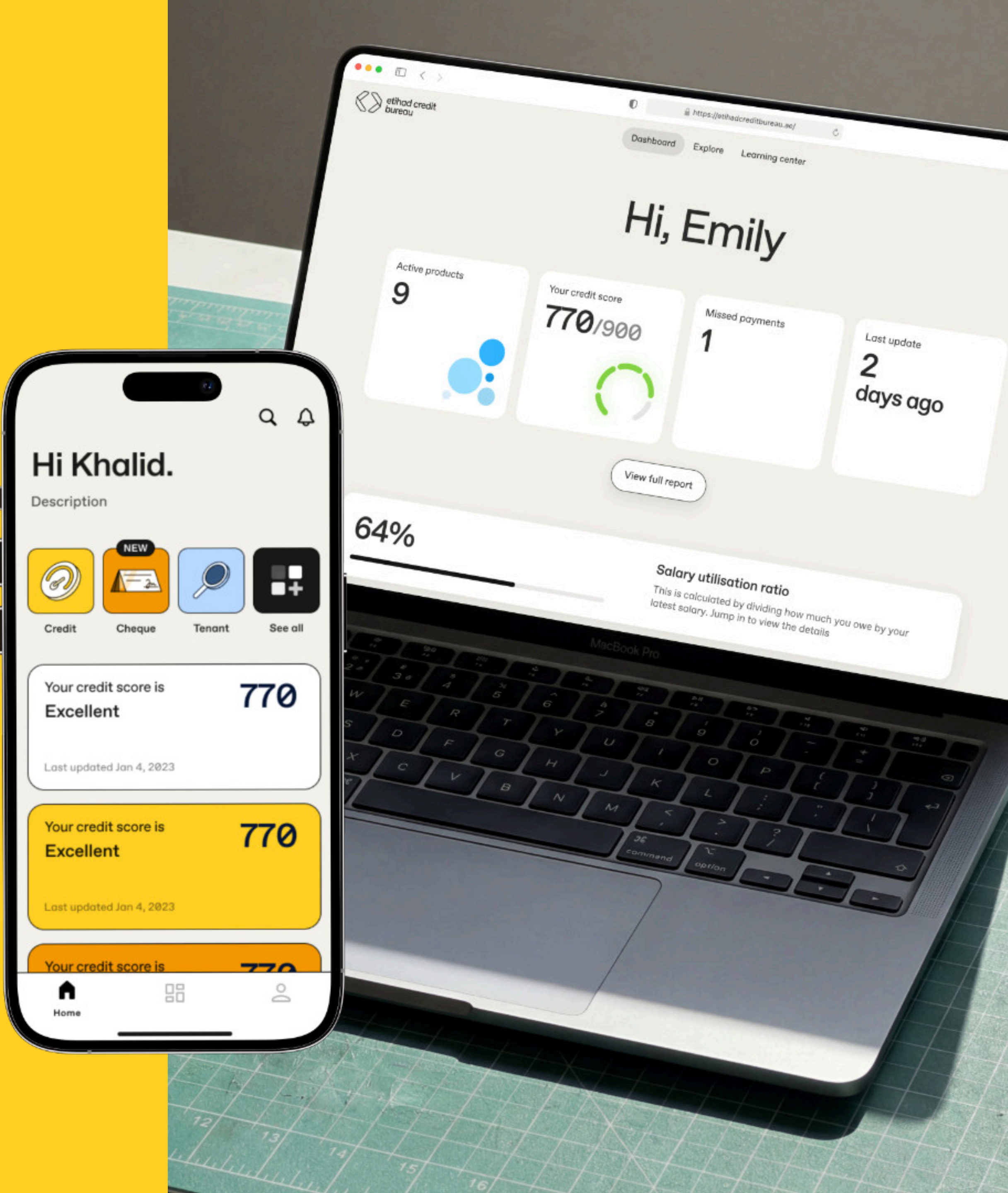
Making banks of financial data
Etihad Bureau Credit owns useful to
the customers and the business.

Senior Product Designer & UX / UI Designer

Etihad Credit Bureau serves as the UAE’s backbone for credit data, enabling individuals and businesses to access critical financial insights. Its digital integrations, from government apps to business partnerships ensure that obtaining credit information is straightforward fast, and increasingly inclusive.

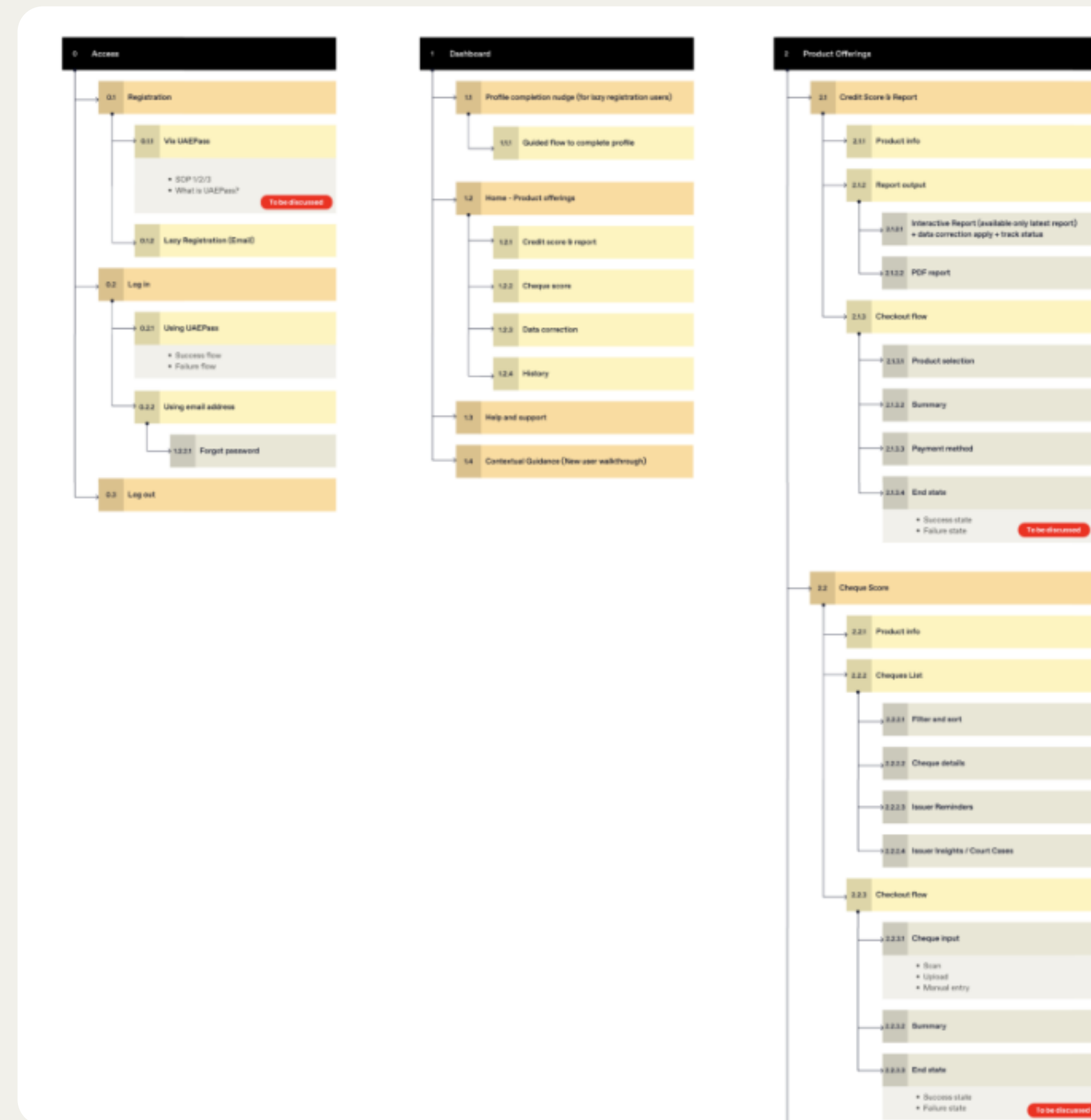
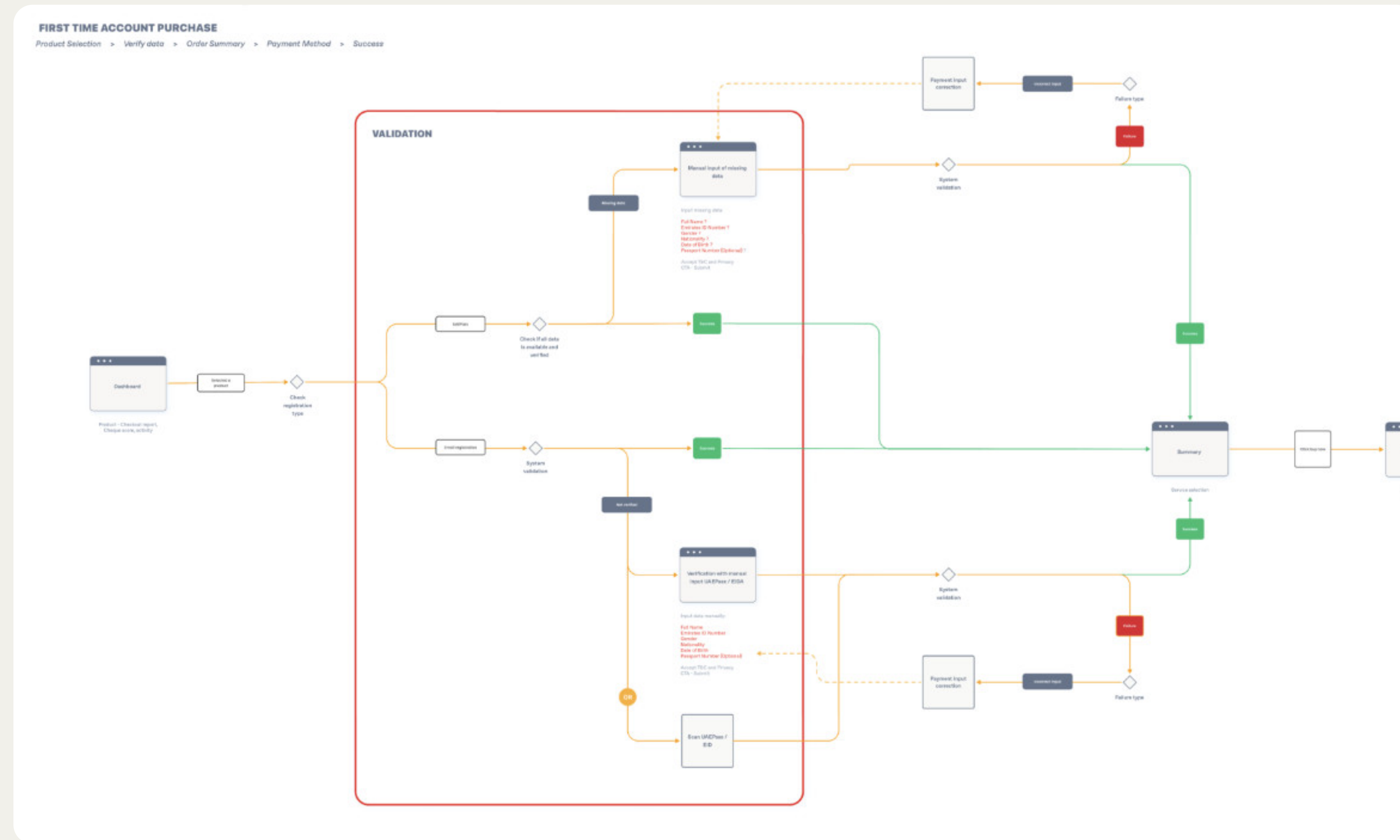
Services	Web Design Web App Design Design Research Design Audit
Industries	Banking Fintech, Financial Services Government Services
Challenges	• Completely redesign the digital presence of a national entity, unifying the user experience across the public website, a secure user portal, and the mobile app. • Simplify highly complex and sensitive credit information, making it accessible and understandable for both individual consumers and corporate entities. • A key challenge was designing for multiple user groups with distinct needs, ensuring each platform (app, website, portal) was tailored to its specific audience while maintaining a consistent brand identity. • The new design had to project a strong sense of security, authority, and trust, which is paramount for an institution handling the entire nation's credit data.
My role	• Strategy-aligned design by conducting a deep analysis of the bureau's objectives to ensure the new architecture supported their vision. • Mapped out comprehensive user flows for all critical interactions, such as settings, checking a credit score, downloading a report. • Developed detailed wireframes for the site and portal, establishing a clear and intuitive structure before moving to visual design. • Rebuilt the Information Architecture from the ground up to organize content logically.

Results	• Award: 🏆GrandPrix. 🥇Golds. 2🥈Silvers. 1🥉Bronze. ⭐ 2 Special Recognition • Received positive acclaim for making credit information more transparent and accessible to the public.
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Information Architecture & Flow

Simplifying the interaction flow while keeping customer challenges in mind and using high levels of empathy to make impactful decisions.



A setup of couple components to help the team deal with design-dependent. In addition to these components, an initial design audit show some lack of structure which the design system help catered to.

Let's make sure it's you

Proceed to verify yourself with UAEPass or your Emirates ID for a smoother experience and access to more features

Verify Now

Placeholder

Verified

Personal details

View and update your details

Credit score

Your credit score is like a financial trust rating, helping lenders understand...

Credit score

Your credit score is like a financial trust rating, helping lenders understand...

Color percentage

35%

35%

10%

10%

10%

Snackbar variants

Message

Message

Message

Message

Primary button

Primary button

Primary button

Primary button

Primary button

Primary button

Primary button

Primary button

Primary button

Primary button

Primary button

Primary button

gomoney

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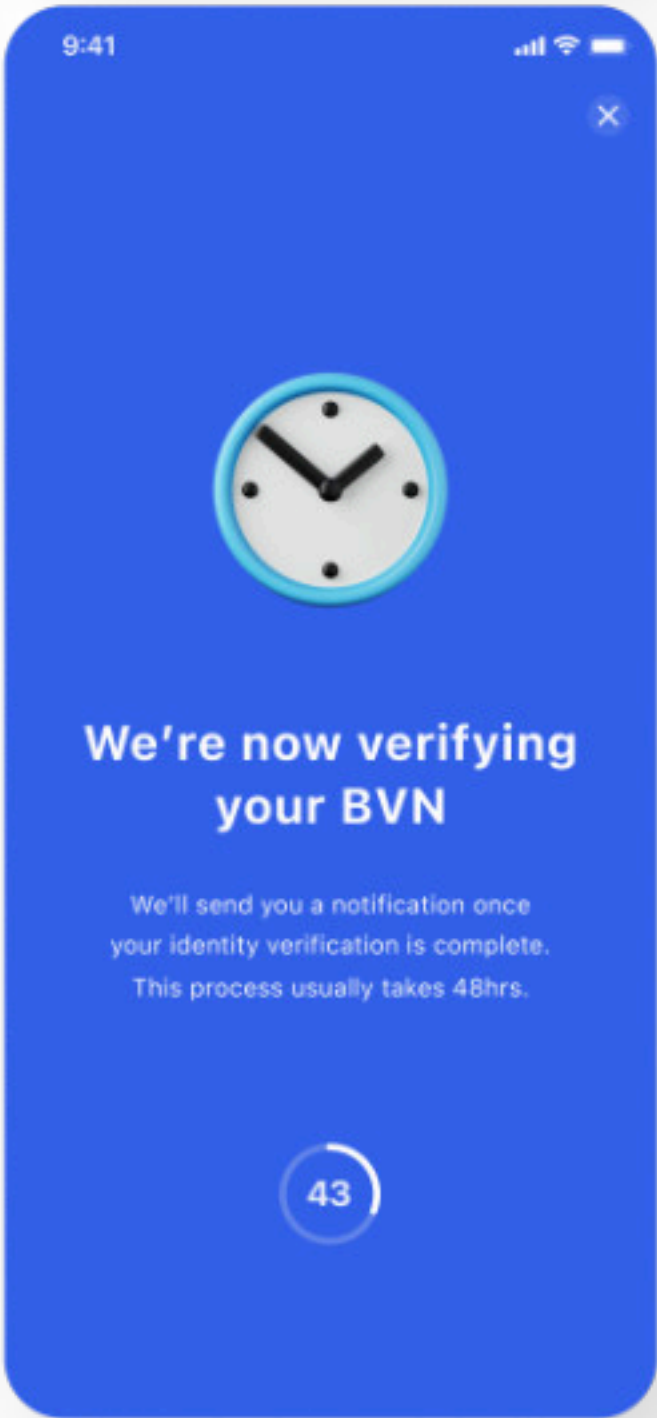
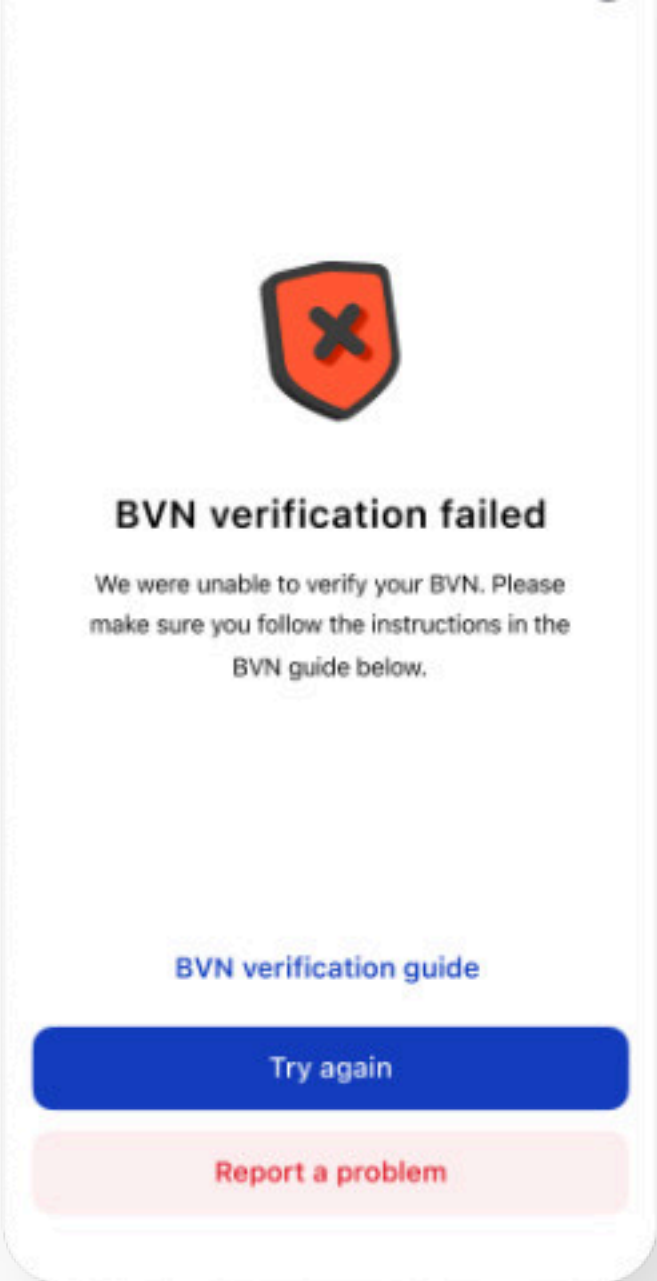
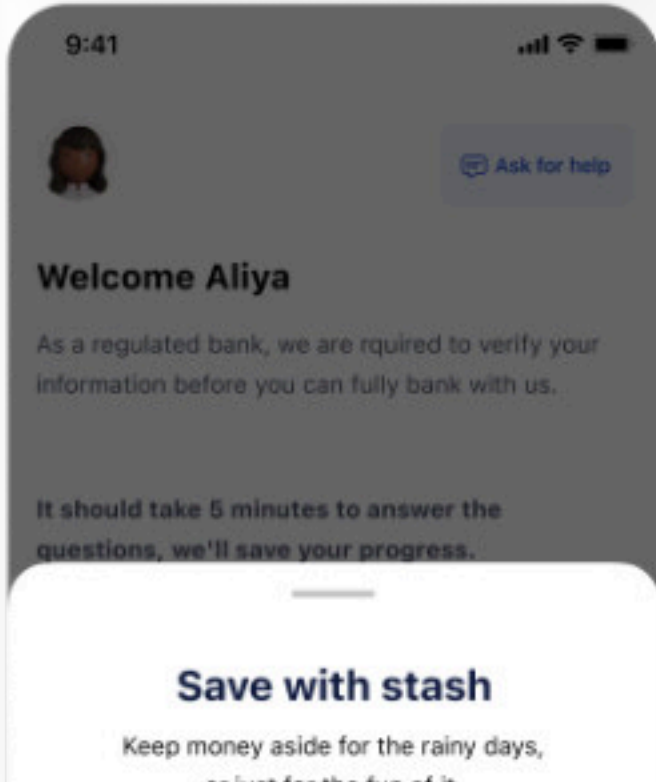
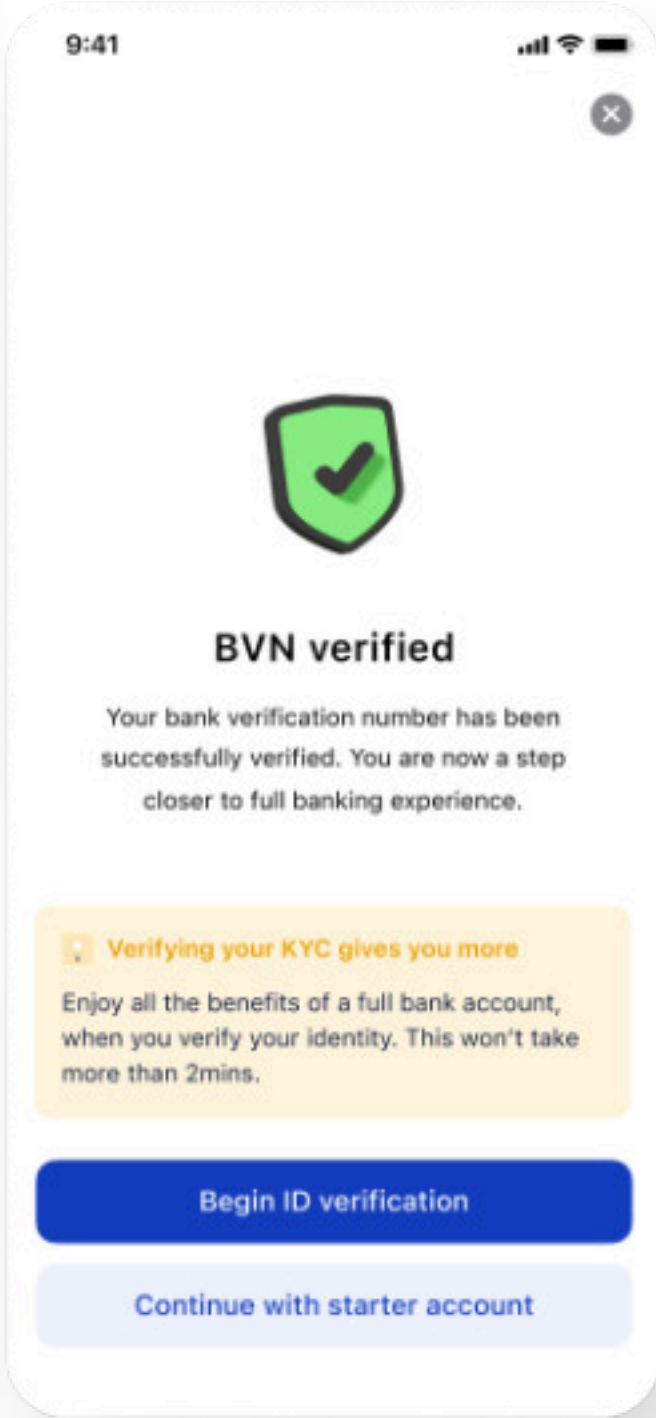
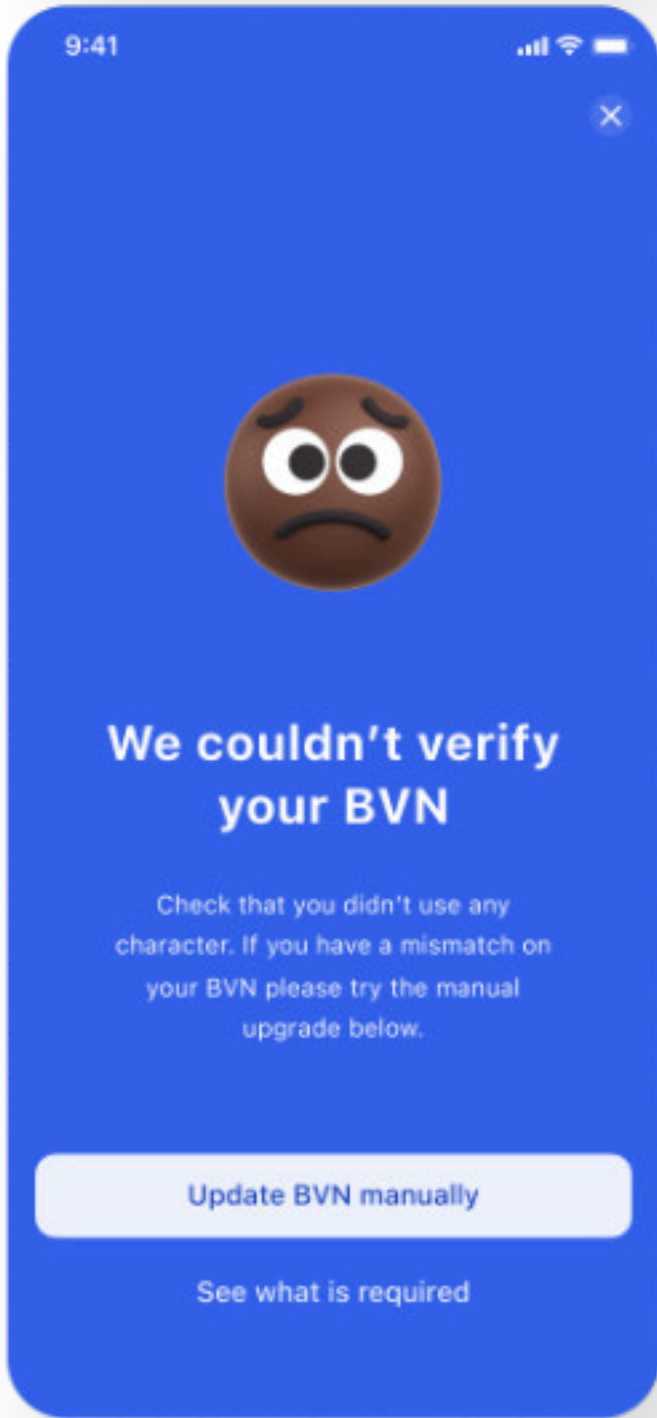
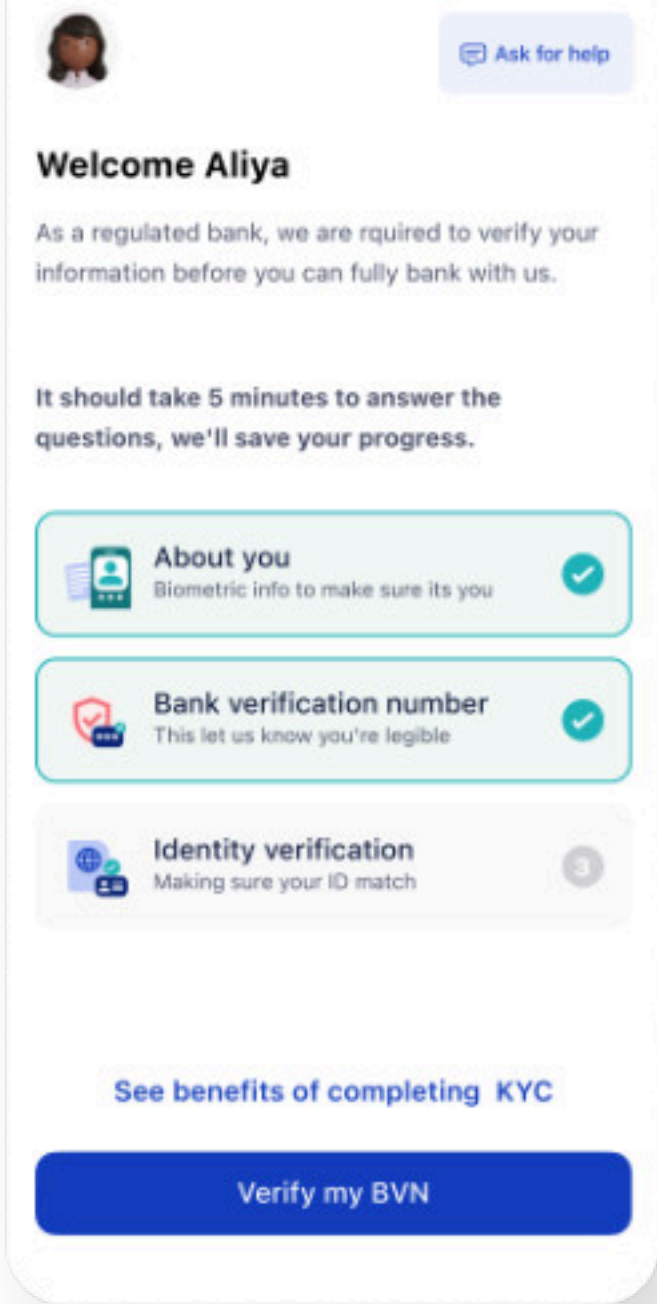
An onboarding and tier experience that drove down the customer-support tickets by around 32%.

Lead Product Designer & UX / UI Designer

Context

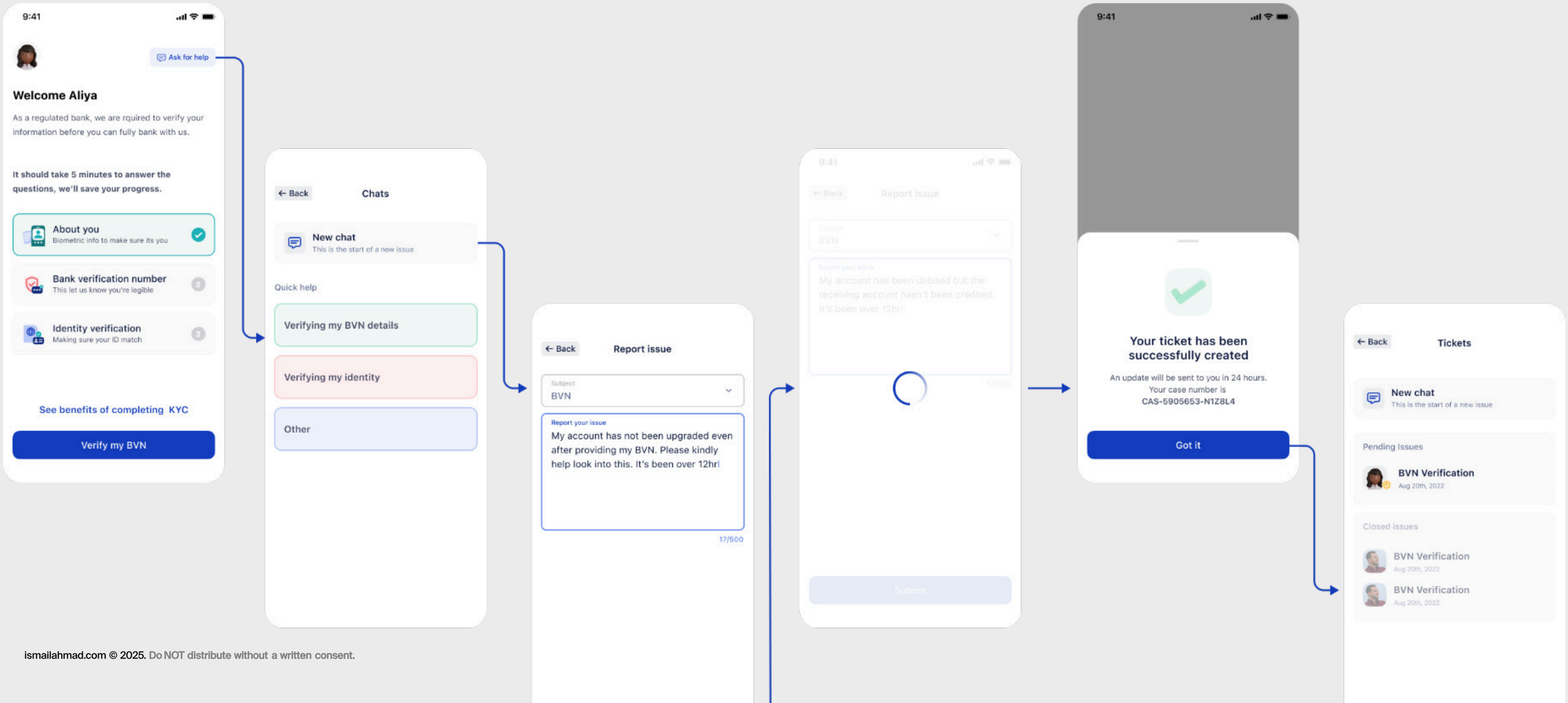
A strategic redesign of the onboarding experience for a leading Nigerian digital bank, aimed at reducing user drop-off and simplifying account upgrades.

Services	Mobile App Design Design Audit User Research Product Strategy UI / UX Design
Industries	Fintech Digital Banking Financial Services
Challenges	- gomoney was facing a high drop-off rate during its critical registration phase. The challenge was to dissect the existing onboarding process to identify every point of friction and redesign it to be faster, more intuitive, and more engaging. - The goal was to make a user's first interaction with the bank seamless and to clarify the path to unlocking more powerful features through account upgrades.
My role	- Conducted a thorough analysis of the existing registration flow, using data and user feedback to pinpoint bottlenecks and the primary causes of user drop-off. - Redesigned the onboarding journey from the ground up, introducing a simplified, visually engaging, step-by-step process that significantly reduced user effort. - Designed a new intuitive system for users to understand and upgrade their account tiers from the moment they sign up. - Introduced a refreshed feel within the app, a modern UI that helped the bank stand out and better connect with its audience.
Results	- Successfully reduced the registration drop-off rate, leading to an increase in new customer acquisition. - Significantly boosted the rate of user account upgrades during registration.



Onboarding flow re-imagine

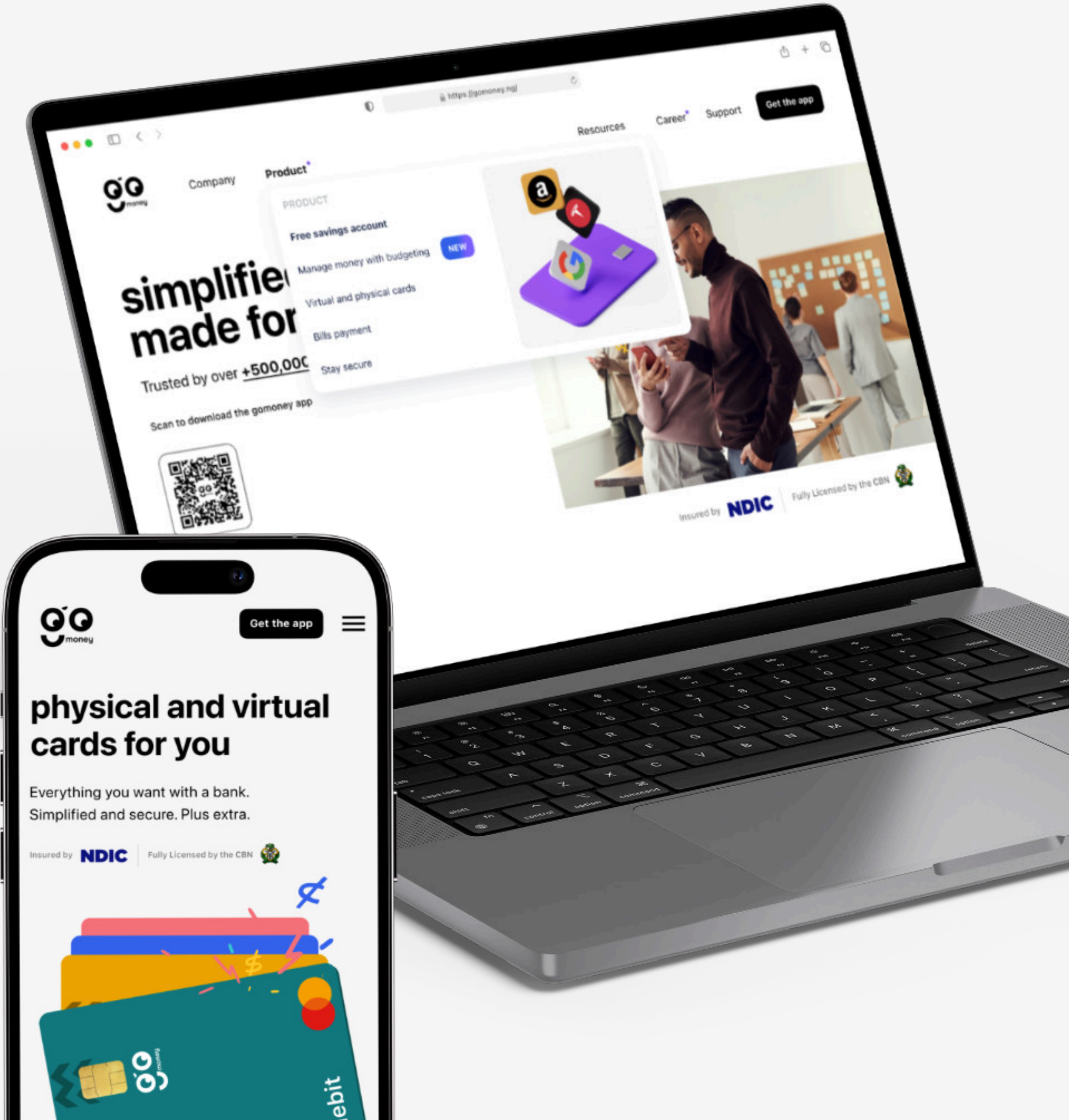
Simplifying the interaction flow while keeping customer challenges in mind and using high levels of empathy to make impactful decisions.



Website

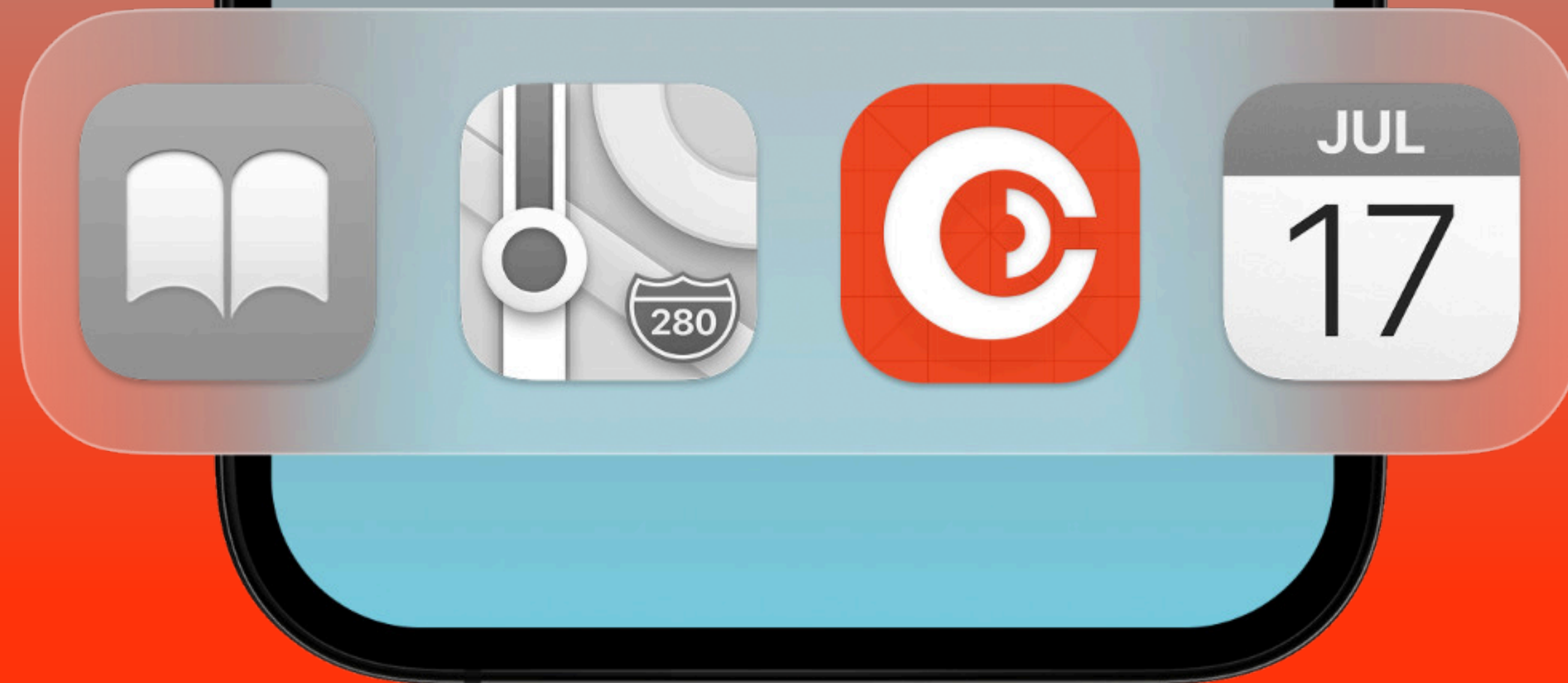
Gomoney is digital bank in Nigeria, that help the youth access financial tools, and manage their money conveniently. When I joined Gomoney, the goal was to improve the registration drop-off rate and enhance the onboarding process for our customers. I also introduced some features and brand refreshed to make the bank stands out.

Services	Web Design Content Documentation Design Management Graphic Design Web Development
Industries	Fintech Digital Banking Financial Services
Challenges	• To structure a massive amount of content into an engaging story-driven website, and showcasing a numbers without overwhelming the users. • To represent delicate information, make user trust the website, keep it lean and simple in a way that would keep readers' attention.
My role	• Research valuable target and narrowed down the content in a way that's digestible • Update the brand element that would allow easy engagement of all users, regardless of their skills • Updated logo mark towards a more modern look and keep a consistent theme • Created a visual system that could flexibly accommodate combinations of graphic assets created • Analyzed various accent colour options to carefully choose the perfect non-provocative solution • Built the experience upon the use of photography and 3D illustration
Results	• Increased engagement by 7.5% with the app content • Increased installs from Google • Search by 11% and installs from the website by 18%





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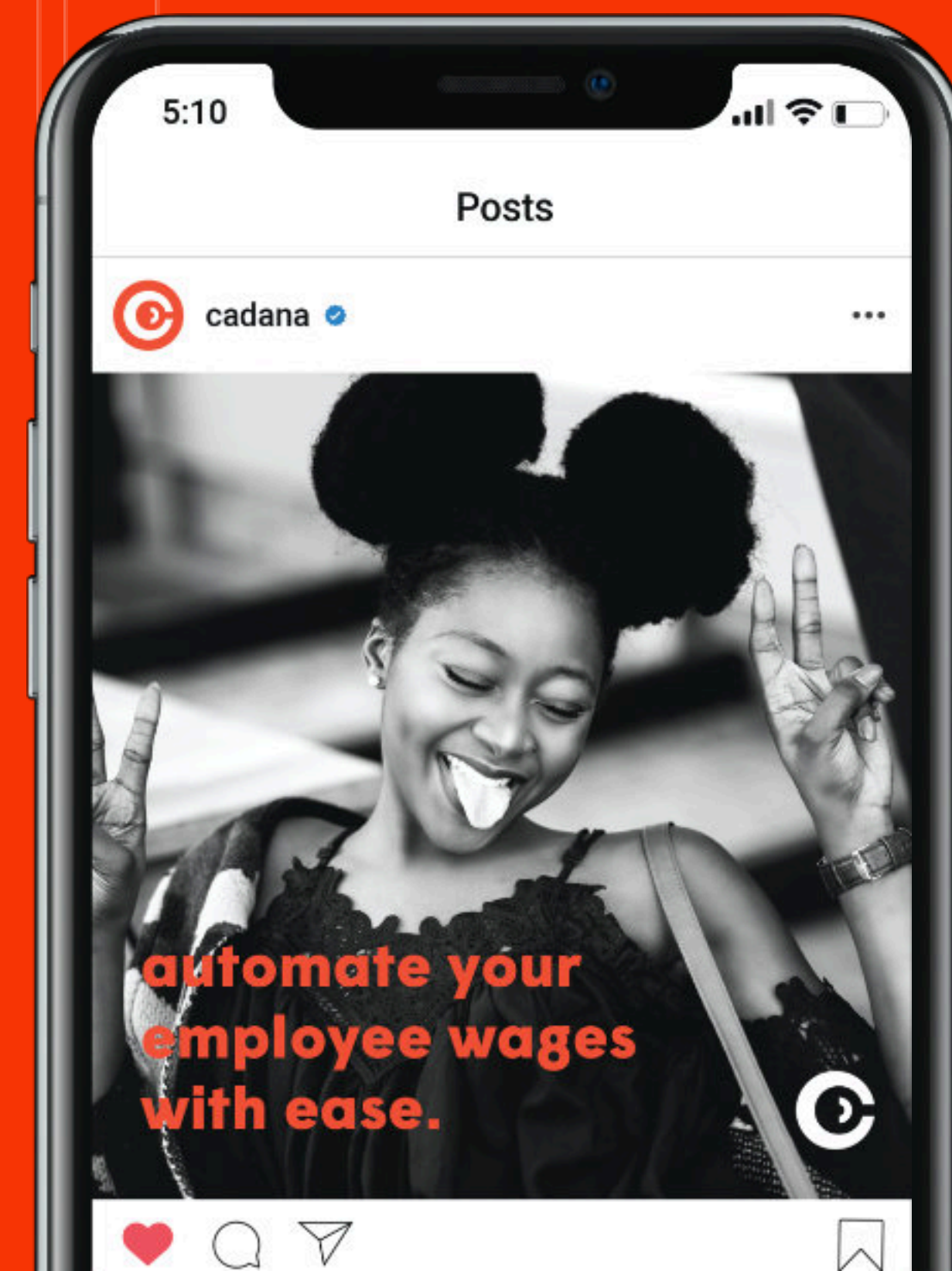
An onboarding and tier experience that drove down the customer-support tickets by around 32%.

Cadana

A bold and unique brand identity for a modern financial services platform, designed to build trust and stand out in a competitive market. The world's largest payroll platforms and talent marketplaces now uses Cadana's APIs to build compliant hiring products in Africa, Asia, and Latin America.

Services	Branding Logo Design Identity Design Illustration App Design Direction Design Maintenance
Industries	Fintech, Financial Services HR & Recruitment SaaS
Challenges	• In a sea of sameness within the fintech industry, the challenge was to create a brand identity that was uniquely Cadana's own. • Aligning the founders' distinct visions for the logo and color direction and creating a bold, non-generic look and feel. • Creating a strong enough identity that stands out, assuring potential customers that Cadana is both trustworthy and friendly to use.
My role	• Designed the brand identity, including a unique logo and color palette, facilitating a process to align the founders' vision. • Conceived the initial interface design direction for the app, ensuring the new, bold branding was consistently applied from the very first user touchpoint. • Developed social media branding, print materials for events and campaigns, translating the design into the physical world. • Provided ongoing design support and brand maintenance, helping the dynamic identity to evolve without breaking its foundation.
Results	• Trusted by 2,000+ business globally • In the sea of sameness, the brand stood out with its logo • Dynamism, identity has since evolved without breaking existing direction





Biscons

A timeless brand identity for an insurance brokerage, designed to appeal to both youth and elderly audiences with a symbol of trust.

Services	Branding Identity Design Logo Design Brand Strategy
Industries	Insurance, Financial Services Professional Services
Challenges	• The challenge was to create a timeless brand identity for Biscons that would resonate equally with young people and the elderly at a single glance. • I needed to distill the core promise of insurance security and peace of mind into a simple, memorable symbol that felt both modern and enduringly reliable.
My role	• Idea clarification workshop to pinpoint the brand's core values and define a visual strategy that would tell the story. • Designed a clever and timeless logo that combines the letter 'B' with a checkmark, creating an intuitive and powerful symbol that instantly communicates "insured" and "approved." • Developed a complete brand identity system with a vibrant color palette and typography, ensuring the brand feels stable, trustworthy, and approachable to all audiences.

Results	• The logo effectively communicates the company's promise. • The overall identity design has proven successful in appealing to a wide demographic, helping Biscons build credibility. • The unique 'B' symbol has become a memorable mark of trust and reliability, helping the brokerage stand out.
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FoMA

A unique brand identity and illustration style for FoMA, an educational platform focused on the future of digital money in Africa.

Services	Brand Identity Logo Design Brand Strategy Art Direction
Industries	Fintech Education Cryptocurrency & Blockchain Social Good
Challenges	• Money is a complex and often intimidating subject. The challenge was to create a brand identity for FoMA that could demystify this topic for a broad African audience. • Design a brand that felt accessible, trustworthy, and engaging, moving away from cold, corporate fintech aesthetics.
My role	• Designed a brand identity system to make the topic of digital money feel approachable and optimistic, including a modern logo, and a vibrant color palette. • Established a flexible design framework that allows the brand and its illustration style to evolve, ensuring FoMA can remain a relevant and engaging resource over time. • Delivered a cohesive set of brand guidelines to ensure a consistent and impactful presence across all of FoMA's channels.
Results	• The design and illustration style were successfully launched, helping FoMA establish itself as a trusted, go-to resource for digital finance. • The personality-driven illustrations proved highly effective in making complex topics understandable and shareable.



Salarify

A unique and modern brand identity for a payroll platform designed to digitize HR and facilitate frictionless money conversations between employers and employees.

Services	Branding Identity Design Logo Design Brand Strategy
Industries	Fintech, HR & Recruitment, SaaS, B2B Services
Challenges	To create a brand identity for Salarify that would break the mold of payroll seen as complex and impersonal. I worked with the Founder to create a unique, modern, and attractive identity.
My role	- Translate the core vision of the company into a tangible and compelling brand strategy and identity. - Designed a modern brand identity, including a memorable logo, a fresh color palette, and a clear typographic system that depict technology and a human touch. - Developed a comprehensive set of brand guidelines to ensure the new identity would be applied consistently across platforms as the company grows. - Created a suite of key brand assets and application mockups, providing a clear and exciting vision of how the Salarify.
Results	- The new, attractive brand identity was instrumental in Salarify's successful launch. - The unique and modern branding helped the platform quickly differentiate itself in the competitive HR tech landscape, attracting its first B2B clients.



Impact



Growth over launch

I care about what happens after launch. The Gomoney redesign I owned grew Sterling Bank's customer base from about 275,000 to over 512,000, cutting support tickets by roughly 32 percent.



Design for trust

If the product can't be trusted it solves no business problem. Small design details matter. At Lemfi, the native card feature I led cut complaints by 25 percent and helped bring in the company's £58M Series B.



Identity that holds up

A brand proves itself over time. Cadana's identity was already live when they closed a \$7.1M seed round in 2024, and it's still the one they use.



Recognized, not just shipped

Some work speaks for itself. Etihad Credit Bureau and Motel One, from my time at Accenture Song, together earned an iF Design Award each, a MENA Design Award, and a Red Dot.

More...

In my spare time, I enjoy hosting community or being part of one, when I can travel, reading philosophy, flexing my culinary skills by making ramen, wok or anything Asian dish.



Thank you

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