

Ayman Jaddaa

PRODUCT DESIGNER

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Experienced product designer who follows a user-centric design process while understanding user needs and business objectives to create powerful, simple, and elegant digital experiences

EXPERIENCE

Production/Systems Designer

February '22 – Present

Apple | Los Angeles, California

- Architected and maintained comprehensive Apple TV and Apple Sports design libraries across iOS, iPadOS, Android macOS, web, and tvOS platforms, ensuring efficiency and accuracy for designers
- Spearheaded engineering handoffs for major releases across various platforms, including Apple Sports App launch (iOS), Apple TV App Redesign, Sidebar Navigation, MLS League Pass, and Enhanced Player
- Led the development of reusable component libraries and documentation, improving team efficiency and maintaining design quality at scale
- Collaborated with Platform HI Design and engineering teams for various tvOS Platform projects: Redesigned Alerts, Richer Home Screen, Robust Menu Bar, Advanced iOS Remove Experience, and Fitness+ App Redesign

Product Designer

March '20 – June '21

Apple | Schoolwork

- Led the redesign process of Schoolwork to align with other first-class Apple iPadOS apps, improving fundamentals, scalability, and consolidated and clearer navigation structure focused on user needs
- Created detailed interaction and pixel-perfect designs for 6 projects that were used for engineering hands-offs, internal documentation, and senior executive presentations
- Collaborated with engineering and product partners to understand user needs, edge cases, technical constraints and limitations, and feature vision and goals
- Created and established an internal design system that followed atomic design principles to guide our team in a unified direction, improve productivity, and have a systematic method when approaching design solutions
- Aided the cross-functional team leads in implementing a centralized documentation system for active product features, components, copy management and logic

SKILLS

Design

- User Interface Design
- Design Systems
- Visual Design
- Interaction Design
- Prototyping
- User & Task Flows
- Information Architecture
- Branding & Identity
- Business Design

Technical

- Design Systems & Documentation
- Developer Handoff
- Frontend Development
 - React & Next.js (Basic)
 - SwiftUI (Intermediate)

Tools

- Sketch
- Figma
- Keynote
- Adobe Creative Suite
- VS Code & Xcode (Basic)

EDUCATION

Bachelor of Commerce

Ryerson University, 2019

Business Tech. Management
with Marketing Minor

Product Management

BrainStation, 2019