

Ayman Jaddaa

PRODUCT DESIGNER

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aymanjaddaa.com

Designer who transforms complex workflows into simple, beautiful, and delightful digital experiences through systematic design thinking – balancing user needs and engineering constraints with meticulous attention to detail.

EXPERIENCE

UI Production/Systems Designer

February '22 – Present

Apple | Los Angeles, California

- Architected and maintained the Apple TV and Apple Sports design systems across iOS, iPadOS, Android, watchOS, macOS, web, and tvOS – serving as the source of truth & ensuring efficiency and accuracy for over 40 designers
- Led engineering handoffs for over 70 releases across 7 platforms, including Apple Sports App launch (iOS), Apple TV App Redesign, Sidebar Navigation, MLS League Pass & F1 partnerships, Enhanced Player, and more
- Built reusable component libraries and spec documentation that reduced design-to-dev handoff cycles, improving team efficiency, cross-platform consistency, and maintaining design quality at scale
- Collaborated with design, engineering and product stakeholders to understand user needs, edge cases, technical constraints and limitations, as well as feature vision and goals
- Partnered with Platform HI Design and engineering teams for 6 tvOS Platform projects: Redesigned Alerts, Richer Home Screen, Robust Menu Bar, Advanced iOS Remote Experience, and Fitness+ App Redesign

Product Designer

March '20 – June '21

Apple | Schoolwork

- Led a full app redesign to align with first-class Apple iPadOS standards, improving navigation structure, scalability, and core interactive patterns – creating a clearer, more consolidated experience focused on user needs
- Delivered pixel-perfect specs and interaction documentation for over 6 features, used across engineering hands-offs, internal documentation, and senior executive reviews
- Created and established an atomic design system that unified the team's source of truth, improved design consistency & productivity, and established a systematic approach to solving design problems
- Implemented a centralized documentation system with cross-functional leads, covering active product features, components, copy management and interaction logic

SKILLS

Design

- Design Systems & Component Architecture
- UI/UX & Visual Design
- Interaction Design & Prototyping
- Information Architecture
- User & Task Flows
- Branding & Identity
- Business Design

Technical

- Design Systems & Documentation
- Engineering Handoff & Spec Documentation
- Frontend Development (React, Typescript, SwiftUI)

Tools

- Figma
- Sketch
- Claude Code
- VS Code & Xcode
- Keynote

EDUCATION

Bachelor of Commerce

Ryerson University, 2019

Business Tech. Management with Marketing Minor

Product Management

BrainStation, 2019