Jamal Siddiq

Product designer who leads UX teams, ships working prototypes and builds AI tools

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SUMMARY

Product designer with 15 years in design and eight leading UX for retail groups in the UAE and Thailand. One checkout I led raised conversion 2 to 4 percent in each of four businesses. Since 2026 I also build what I design: a design system of 134 coded components whose automatic checks keep AI-written code on brand, and AI tools that I test with saved questions before I trust them. I ship working prototypes, and I write down what an AI may decide and what a person must decide.

EXPERIENCE

UX Architect, The Children's Place and Gymboree — Jan 2026 – now

- Shipped the backpack customisation bundle on web and app for both brands, by designing one flow from the listing page, through a product-page window to pick accessories, to checkout.
- Finish audits, flows and first drafts of screens in days, not weeks, with Claude, ChatGPT and Figma agents. I check every result against the requirements and redo what misses.

Founder, Mukamal (own design practice) — Sep 2023 – now

- Built a design system of 134 coded components where no raw colour or spacing value can ship: automatic checks block it, so code written by AI stays on brand.
- Built a search tool over my own notes and measure it with saved test questions, so every change to the search is scored, not guessed.
- Put five AI providers (Gemini, OpenAI, Anthropic, OpenRouter, Groq) behind one client that logs the cost of every run. API keys stay on the server.
- Wrote the rules for AI in design audits: every finding cites its evidence, the scoring is fixed, and a person reviews before anything goes out.
- Stopped an AI agent setup that produced nothing a person could check, and wrote down why. Eleven Claude skills now run repeat work, and each one lists what it must never do alone.
- Run UX audits for online shops, outside full-time hours.

Principal UX Designer, Seven Peaks Software, Thailand — Oct 2023 – Mar 2024

- Led 8 UX and UI designers across 3 client projects. A project-based consultancy role: the team was reduced when the client projects ended.

Head of UX and Research (VP), Central Group, Thailand — Apr 2018 – Jul 2023

- Raised conversion 2 to 4 percent in each of four businesses by leading one single-page checkout. Funnel data showed most people left at payment, so we fixed that step first.
- Joined in April 2018, and was promoted in January 2020 when research was added to my role. Led and mentored a UX and research team of 12 for the websites and apps of Central department stores, Tops (grocery), Powerbuy (electronics) and Supersports.
- Moved the team from Sketch and InVision to Figma and built one shared design system for the four businesses.
- Launched 2 new websites and 1 mobile app (Tops Vita and Tops Club), and designed the personalised home page and the product pages.
- Improved The 1 loyalty platform and brought in Algolia search, so shoppers find products faster.

Head of UX, Al-Futtaim, UAE Dec 2014 – Mar 2018

- Joined as a founding member of the e-commerce team (Senior UX Designer) and launched the UAE websites of ACE, Plugins and Marks & Spencer.
- Promoted to Head of UX in January 2016. Led a UX team of 3, worked with three UI teams, and owned scope, budget and delivery.
- Cut the time from idea to launch for marketing campaigns by giving the UI, development and management teams one shared workflow.

Earlier, creative and digital design 2008 – 2014

Head of Design, Ad Maiora Media, Dubai (Aug 2013 – Nov 2014) · Digital Lead Graphic Designer, Pinpoint Media Group, Dubai (Jan 2010 – Jul 2013): led design and moved print magazines to digital formats. Before that: Senior Graphic Designer, Intagleo Systems, and Assistant Professor, National College of Arts, Lahore.

SKILLS

Design	End-to-end product design for large web applications, design systems in Figma and in code, checkout, search and product pages, usability testing, Arabic (right-to-left) and Thai layouts
AI	Working prototypes in React and Next.js with Claude Code, agent workflows with human review steps, prompt design, clients for several AI providers
Data	Funnel analysis, A/B testing, GA4, Adobe Analytics
Team	Leading design teams, written-first and asynchronous work across time zones

EDUCATION AND LANGUAGES

Master's in Multimedia Arts, National College of Arts, Lahore, 2008 · Bachelor of Information Technology, Allama Iqbal Open University, 2005

English and Urdu, fluent.