

[linked in](#)[medium](#)[portfolio](#)

Reem Alwahabi

Product Design Leader

🌈 Multidimensional Designer: Architectural, urban, brand, print, and product design.

🤝 Servant Leader: Building a supportive team culture that inspires, motivates, and celebrates individual growth.

👥 Collaborative Facilitator: Guiding cross-functional teams in co-creating exceptional user experiences.

ralwababi@gmail.com

+49 1516 450 6990

Munich, Germany

Work experience

Predium

December 2022 - Present

Head of Product

Responsible for leading UX, product management, and strategy efforts for Predium's SaaS platform, with a primary focus on decarbonizing the real estate industry. Collaborated closely with the founders and engineering team to shape the product roadmap and successfully launched the MVP of the ESG analytics, reporting, action planning, and data collection features.

Autoscout24

May 2022 - November 2023

Team Lead UX Design

Managed a talented team of 7 designers dedicated to driving user growth, activation, retention, and conversion for the consumer website and apps. Partnered with product leaders to define the roadmap and establish priorities. Fostered innovation through the organization of hackathons and pitch events. Led a comprehensive information architecture redesign of key pages, including navigation, home page, listing page, detail page, and crucial SEO information hubs.

August 2019 - May 2022

UX Designer - Senior UX Designer

Contributed to product design and strategy for Autoscout24's consumer products across web, Android, and iOS platforms. Focused on user growth and enhancing the search experience. Promoted democratized research practices and facilitated design sprints for collaborative problem-solving. Utilized thorough research and discovery to inform decision-making. Collaborated with cross-functional teams to define MVPs for new offerings. Executed data-driven designs, improving user-centered experiences and driving user growth.

Freelancer

May 2019 - August 2019

UX Designer and consultant

Provided UX consulting services to early-stage startups, focusing on validating market-product fit, conducting initial user research, and creating early-stage prototypes. Led co-creation efforts, design sprints, and workshops to ensure collaboration and effective design solutions.

Maier Neuberger Architekten

November 2017 - April 2019

Architectural Designer

Conceptual design, feasibility studies for new projects and urban design and architectural competitions. A heavy focus on communication design, diagramming and story telling.

Education

UX Design principles for VR and AR

NYU Rlab
2020

UX for Marketers

CXL Institute
2019

Fundamentals of persuasive design

CXL Insitutue
2019

Masters in Arts Architecture

Munich University of Applied Sciences
2014 -2016

Bachelor of Architecture

American University of Sharjah
2006 - 2011

Skills

Adobe Creative Suite

Photoshop, Illustrator, InDesign, XD, Premiere

Prototyping

Sketch, XD, Figma, Invision, Marvel

Languages

English (C2) , German (B2) , Arabic (B1)