Faris Hattab

+971 58 275 1412
farishattab5@gmail.com
Dubai, United Arab Emirates
farishattab.com

Profile

Senior Product Designer based in Dubai, designing large-scale digital platforms in entertainment and banking. Currently leading design for Six Flags Qiddiya City, Aquarabia, and SAB Bank's design system at Gravitas. I work where ambiguity is highest, building systems while the brand, scope, or product are still being defined.

Experience

Gravitas
(Dubai, UAE)

Senior Product Designer (2025 – Present)

- Led end-to-end design across two major entertainment platforms, Six Flags Qiddiya City and Aquarabia, delivering large-scale web and mobile experiences, including complex booking systems across phased releases.
- Built a custom AI audit and competitive benchmarking system using Claude skills, codifying design standards and used to evaluate brands.
- Took design leadership, mentoring designers, reviewing work, and ensuring consistency and quality across both park platforms.
- Ran client and developer sessions, clearly communicating design rationale, aligning stakeholders, and ensuring accurate translation of design into production.
- Directed the redesign of SAB Bank's design system, modernising components, structuring libraries, and introducing documentation to support long-term scalability and adoption.
- Owned client communication and stakeholder alignment, translating business requirements into scalable design solutions.
- Supported the Gravitas brand and website revamp, aligning brand expression with digital product standards.

Product Designer (2023 – 2025)

- Designed and delivered large-scale bilingual (English & Arabic) digital platforms, including full websites and mobile apps for Six Flags Qiddiya City and Aquarabia.
- Influenced Aquarabia's early visual identity, with initial design directions later adopted into the official brand.
- Collaborated closely with UX, content, and development teams to deliver high-quality, scalable experiences across platforms.
- Designed complex booking flows supporting multiple ticket types, add-ons, and user scenarios across web and mobile.
- Took ownership beyond UI design, contributing to copywriting, content population, QA, and launch readiness to ensure successful go-lives.
- Supported pitches and RFPs by producing high-quality visuals, decks, and videos aligned with brand and design standards.

Content Lead (2021 – 2023)

- Operated across UX/UI and business development functions, contributing to both product delivery and client-facing initiatives.
- Revived and delivered a stalled SAB 360 project, producing six bilingual videos that received strong client approval and successfully closed the engagement.
- Shaped content for FAB Bank's internal communications programme, delivering 150+ outputs across campaigns, videos, and presentations.
- Created a master deck template that became the foundation for FAB's internal design and video standards.
- Worked on a large-scale engagement campaign that received strong executive feedback.

Education

BA (Hons) Business Management
University for the Creative Arts, Epsom, UK
Graduated Valedictorian — First Class Honours (GPA 4.0)

Core Skills

Product Design | Design Systems | Complex User Flows | Responsive Web & Mobile | Bilingual Design (LTR / RTL) | QA & Handoff | AI-Driven Design & Prototyping

Tools

Design: Figma, Framer | **Collaboration:** Miro, Jira, Slack | **AI workflows:** Claude, Custom skills, Design Audit Systems | **Other:** Adobe Creative Suite

Languages

English (native) | Arabic (native)