

Faris Hattab

+971 58 275 1412

farishattab5@gmail.com

Dubai, United Arab Emirates

Profile

Senior Product Designer designing scalable digital products across entertainment and banking. Focused on system design, complex user journeys, and cross-platform experiences, with a proven ability to lead projects from concept through to launch. Experienced in working across product, design, and engineering teams to deliver high-quality, scalable solutions in fast-paced environments.

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.
- Took design leadership during team transitions, mentoring designers, reviewing work, and ensuring consistency and quality across outputs.
- Led client and developer sessions, clearly communicating design rationale, aligning stakeholders, and ensuring accurate translation of design into production.
- Led the redesign of SAB Bank's design system, modernising components, structuring libraries, and introducing documentation to support long-term scalability and adoption.
- Led client communication and stakeholder alignment, translating business requirements into scalable design solutions.
- Contributed to 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.
- Contributed to shaping 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.
- Contributed to the design of 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)

- Worked 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.
- Promoted to Content Lead for FAB Bank's internal communications programme, delivering over 150 outputs including campaigns, videos, presentations, and internal content.
- Created a master deck template that became the foundation for FAB's internal design and video standards.
- Contributed to 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

Tools

Figma | Miro | Jira | Adobe Creative Suite