

Hi, I'm Amr Shawki

Growth Product Designer

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My website

amrshawki.io

My Portfolio

amrshawki.io/portfolio

About me

Growth Product Design expert with 10 years of designing & building products in B2B SaaS, fintech, and ed-tech across MENA and the US.

What I Do

- **Growth Product Design**

- I work with business teams on designing user experiences that drive measurable business growth, such as increasing user acquisition, activation, retention, or conversion.

- **Co-Founder & community lead @ Zomra.io**

- A startup that began as the largest design community in Egypt and has since evolved into an ed-tech platform for cohort-based courses.

- **UX Author**

- I write UX audit case studies for the most popular tech apps in the Egyptian market. Check them out on my [website](http://amrshawki.io)

Experience & accomplishments

Clxgaming

Growth Product Design consultant | Jul 2025 - Present | Consultant

- Led the end-to-end redesign of CLX's platform and AI Build Assistant, now live in beta.
- Since launching Beta platform, we have been seeing tremendous improvement across all metrics:
 - +43.2% Avg session duration
 - +21% Avg order value
 - +61.7% Avg pages per session
 - **+36.8% Conversion rate**
- Ran multiple winning A/B experiments that lifted conversion up to **+39%** and revenue per user up to **+20%**.

Jisr

Senior Growth Product Designer | Jul 2023 - Jun 2025 | Full time

- Redesigned Jisr's onboarding experience, which reduced organization onboarding time **by 28%**
- Collaborated with the growth team to design the Saudi HR Toolkit (5 tools), which **doubled** organic traffic to Jisr's website and significantly increased lead generation.
- Built Jisr's first growth engine, evangelized the creation of an experimentation infrastructure, and led multiple successful growth experiments.
- Created two high-converting in-app paywalls using the no-code tool Candu, one of which generated 300+ interested leads.
- Built Jisr's first referral program
- Built Jisr's first payment experience & Redesigned Jisr's website

Zomra

Co-founder & Product design engineer | Mar 2022 - Present

Too early to share accomplishments, but here's a quick look at what I do at Zomra:

- Designing, strategizing, and coding the product from scratch. Leading marketing efforts and growth planning. Defining our core customers and onboarding top instructors
- Built a fully functional MVP in under 2 months — before the vibe coding hype — with a budget under \$2,000.
- Designed the live session feature, now the main driver of Zomra's traffic.
- ...and wearing many other founder hats along the way

Khazna

Senior UX Designer | Mar 2021 - Jul 2023 | Full time

Shezlong, Algorithm Innovative Solutions, eBSEG

Product Designer | Nov 2017 - Mar 2021 | Full time

Skills

Product Design

UI design, UX design,
Design systems

Growth Design

Building growth
engines, data
analytics,
experimentation

AI & Development Skills

Vibe coding, AI
workflows, MCPs,
GitHub, HTML, CSS &
JS

Education

Bachelor's Degree in Computer Science

2013 - 2016 - Faculty of Computer Science- Ain Shams University