

HUSSEIN TRAD

Senior UX/UI Designer · Product Designer

Beirut, Lebanon · hussein.f.trad@gmail.com · +961 70 851 371 · husseintrad.com

PROFILE

Senior UX/UI designer with product ownership experience and a multidisciplinary background spanning product, UX, visual design and technology. Currently the sole UX designer supporting Servme 2.0, working with Product and Engineering to modernize complex hospitality workflows across web, iPad and mobile. Experienced in taking features from requirements and competitive research through concept design, prototyping, design-system alignment, developer handoff and design QA.

EXPERIENCE

Servme | Senior UX Designer

Jul 2022 – Present

- Lead UX independently across Servme 2.0, a product-wide modernization of restaurant and hospitality experiences across web, iPad and mobile.
- Translate PM user stories into design work: audit the current experience, research competitor patterns, explore concepts, define edge cases, produce final UI and deliver implementation-ready handoff documentation.
- Design and revamp complex operational workflows including reservation management, booking experiences, Edit Floor Plan, Link/Unlink to POS, Caller ID and Call Logs.
- Maintain reusable product foundations through design-system components, variants, tokens, responsive patterns and accessibility-aware interaction states.
- Collaborate frequently with Product and Engineering throughout definition, review, implementation and design QA; use AI-assisted research, auditing and prototyping to accelerate exploration while retaining design ownership.

Ring n Bring | Product Owner

Dec 2020 – Jun 2022

- Owned product requirements and user stories, managed and prioritized the backlog, and planned releases in direct collaboration with developers and the CEO/founder.
- Spoke with customers and users, researched competitors and translated business and user needs into product decisions.
- Created UX flows and wireframes where needed, reviewed UI produced by the graphic designer, and tested features before release.
- Worked as the product-side bridge between users, business stakeholders, design and engineering in a team without a dedicated UX designer.

Servme | UX/UI Designer

Jul 2015 – Jun 2020

- Designed and evolved Servme experiences across web, Android and iOS, moving from UI-heavy work toward broader UX and product problem solving.
- Created workflows, prototypes and interface designs for hospitality software while collaborating with product and development teams.
- Contributed visual-design expertise to the product during the earlier stage of Servme's growth.

Doculand | Senior Graphic Designer

Dec 2010 – Jun 2015

- Managed design work for primary clients as part of the creative department, building the visual-design foundation that preceded the move into digital product design.

CORE SKILLS

Product design UX strategy · Interaction design · User flows · Wireframing · Prototyping · Responsive design · Usability testing · Accessibility

Product & research Requirements analysis · Competitive research · Stakeholder collaboration · Edge-case definition · Design QA · Developer handoff

Systems Design systems · Components · Variants · Tokens · Responsive patterns

Tools Figma · Jira · AI-assisted design/research/prototyping workflows · HTML/CSS familiarity

EDUCATION

Lebanese International University Bachelor's Degree in Graphic Design · 2012–2016

CNAM University University Diploma of Computer Engineering — Networks, Systems & Multimedia · 2009–2011

Lebanese University Maitrise in Applied Math (Computer Sciences) · 2002–2007

LANGUAGES

Arabic

English

French

SELECTED FOCUS

Complex B2B SaaS · Hospitality operations · Booking journeys · Cross-platform UX · Product systems