

# Ibrahim Awad

Senior Product Designer / Head of Product

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I bridge Figma and production with curiosity, prototypes, and hypothesis driven experiments.

## Education

### University of Toronto

Bachelors of Business Administration  
Specialization in Marketing & Digital

## Specialties

Component & Token Systems  
Prototyping & Interaction Design  
Growth Experimentation  
Data Visualization  
Documentation & Artifacts

## Tools

Figma  
HTML & CSS  
Tailwind  
Next.js  
MixPanel  
Claude Code & Codex  
CSS Keyframes

## Experiences

### Zown Realty

Jul. 2024 - Present

Product Designer to Head of Product

- Scaled the buyer side from \$2M to \$12M ARR
- Designed an intent-aware home search system with three-layer parsing (regex, cached lookups, LLM fallback)
- Led qualification form redesign that lifted conversion +28%, recovered 60% of drop-off, and added +\$37K in weekly revenue.
- Built a token-based design system across web and mobile, increasing delivery velocity 30%.
- Designed a full-end to end real-estate marketplace, including user flows, design, events and analytics
- Ran customer discovery that surfaced service visibility gaps, informing UX changes that reduced funnel drop-off 10–20%

### Bitebank (Pre-seed)

Apr. 2024 - Jul. 2024

Founding Designer

Designed headless commerce MVP that converts recipe data and grocery carts into affiliate links & commission for influencers

### Family Caregiving

Dec. 2022 - Apr. 2024

Took some time to take care of loved ones.

### Dealmaker (Series B)

May. 2022 - Dec. 2022

Product Designer

- Owned the checkout product roadmap, driving a 12% increase in conversion through rigorous payment flow experiments and friction reduction
- Designed and launched embedded checkout widgets for client websites, reducing external integration time by 3 days through improved component design and UX for marketplace clients

### Drop (Series B)

May. 2020 - May. 2022

Analyst (Office of the CEO) to Associate

- Led discovery and requirements gathering for 16+ reward program launches accounting for in \$2.4M yearly rewards
- Provided daily P&L updates for each core business line with accompanied insights on performance & burn

Web & Content Operations (Cardify)

- Led design and editorial direction for Cardify reports across crypto, BNPL, retail investing and pandemic consumer behavior
- Reports cited by major outlets & organizations including WSJ, Bloomberg, The Economist, BBC, and European Central Bank
- Built newsletter to ~2,500 high-signal subscribers including the Federal Reserve, McKinsey, BNPL platforms, and hedge funds.