

Yehia Nada

Senior Product Designer & Design Systems Specialist

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I build simple, beautiful experiences for complex business challenges, anchored in design systems that hold up across brands, platforms and languages. Trained as both a software engineer and a digital artist, with over a decade leading design inside global agencies for enterprise and consumer clients.

Available for freelance & contract engagements — NL / DE / BE / UK · **€650 / day** · Remote, with travel on-site for workshops and key meetings · via Nadasol

EXPERIENCE

Senior Product Designer & Design Systems Specialist

Nadasol — independent

2014 – present

Freelance product design and design systems work for agencies and direct clients, scoped as defined deliverables: system audits, component libraries, governance models, and design-to-development handoff.

Head of Design

NSH Digital

2025

Led the design function across marketing and web products with a focus on influencer-led brands — turning personal creator identities into coherent digital platforms with reusable design foundations behind them.

Pamela Reif — A dedicated platform and app giving her audience direct access to workouts, recipes and daily check-ins, outside the limits of social media algorithms. Ran ideation workshops with Pam and her team, shaped the MVP through wireframes and user interviews, and built the design system behind it.

Sally's Welt — Digital platform work for one of Germany's largest cooking creators, translating a strong personal brand into a recipe and content experience that scales.

Lisa Del Piero — Brand-led digital design for a lifestyle creator, establishing visual foundations that carry across content formats and channels.

DESIGN SYSTEMS

- Architecture, tokens and component libraries
- Multi-brand and white-label theming
- Governance, contribution models, documentation
- Multi-language and multi-market adaptation
- Editor playbooks for non-design teams
- Design-to-development handoff and QA
- Accessibility and cross-platform consistency

PRODUCT & LEADERSHIP

- UX/UI for enterprise and consumer platforms
- iOS and Android product design
- B2E and internal tool design
- Research-led interaction design and prototyping
- Ideation workshops and stakeholder alignment
- Briefing, delegation and design direction

TOOLS

Figma

Design tokens

Storybook

Photoshop

Jira

Confluence

Git

Slack

Design Lead / Design System Manager

Open Reply (Reply Group)

2019 – 2024

Owned the creation, maintenance and governance of design systems and their libraries for large corporate clients. Guided concept development and interface design across teams of designers, copywriters, content strategists and front-end developers.

Henkel — Rebuilt the global corporate platform into a modular system serving 50+ countries and three business units. Ran stakeholder workshops, then re-cut the design mid-project when Henkel launched a rebrand. Delivered a design system and editor playbook so regional teams could build on-brand pages themselves. Users reached their destination three times faster.

OBI — Design lead on heyOBI, connecting online and in-store service into one platform now used by 6M registered customers across Europe. Built both sides: the consumer app and a B2E workspace for in-store planning experts covering appointments, video consultations and quotations, unified by a single design system.

Volkswagen — Interface and design system work across VW's digital touchpoints.

Canyon — App design for the direct-to-consumer performance bike brand, supporting riders before and after purchase.

Metro — Digital platform design for the wholesale group's professional customer base.

EuropAssistance — Experience design for travel assistance services, built for people who need help quickly and away from home.

Senior Art Director

Publicis Sapient

2017 – 2019

Senior designer on the Amplifon account, leading the creation and maintenance of the design system alongside the hands-on UI track.

Amplifon / MiracleEar — Designed across the full ecosystem: corporate site, customer-facing site, the hearing app for iOS and Android, and internal tools including the expert and booking systems. The system flexed across languages, markets and white-labelled brands — MiracleEar in North America runs an entirely separate identity and palette off the same foundations. Worked on-site in Milan with country representatives to tailor each market to local needs.

The Amplifon hearing app — A first-of-its-kind app unifying control of different hearing aid types under one experience. At its centre sat a smart companion that helped users tune their device, run updates, and pick the right program for their surroundings. Deeply researched and tested, it had to carry real technical complexity while staying calm and legible for an older audience. Every award listed won by this app.

Head Visual Designer

Leitner Center

2008 – 2018

Oversaw the design and maintenance of the Center's website and the sites supporting its individual programs.

2× BIMA Awards

Healthcare sector — BIMA, 2019

OMMA Award

Mobile: single execution app — MediaPost, 2019

The One Show — Merit

Digital craft — 2019

The One Show — Merit

Mobile — 2019

IxDA Interaction Awards

Shortlist, Empowering — 2018

Epica Award — Bronze

Mobile sites & apps — 2018

EDUCATION

MFA Graphic Design, 2013

Florence Design Academy

MSc Software Engineering, 2012

École Polytechnique de Montréal (exchange)

BSc Computer Science, 2010

Ahram Canadian University

WORKING WITH ME

- Remote by default, across NL, DE, BE and UK
- On-site for workshops and key meetings
- Engagements scoped as fixed deliverables
- Open to secondment or payroll intermediaries where an agency requires it
- €650 / day

SELECTED RECOGNITION

6M

heyOBI users

50+

Henkel markets

1M+

app downloads, week one