

# Asma Helel

## Senior Product Designer

✉ asma.helel@hotmail.com

☎ +216 56 689 144

🌐 [asmahel](#)

🌐 [asmastudio.com](#)

5+ years shipping cross-platform digital products in startup environments for international markets. Proven track record scaling mobile apps from 0 to 100K+ users, leading MVP sprints, and simplifying high-stakes user tasks and multi-user ecosystems. Specialized in designs that reduce cognitive load, AI-assisted workflows, and data-driven iteration.

### Work Experience

#### Product Designer (Contract) | Confidential Health-Tech Startup

Remote, International

Aug 2025 – Mar 2026

- Architected a comprehensive medical ecosystem, bridging the gap between clinical management and patient care. Developed a scalable infrastructure that unifies pharmacy operations, practitioner tools, and patient access within a secure, high-performance digital environment.

#### Lead Product Designer | Seekmake

Remote - International

Feb - May 2025

- End-to-end ownership: Defined core product problems with founders and shipped features as a peer to Product and Engineering, focusing on pragmatic, implementable solutions
- AI-native iteration: Accelerated navigation prototyping and exploration using Lovable, supporting rapid iteration cycles
- Async collaboration: Collaborated with distributed engineering teams via written documentation to navigate evolving requirements across time zones

#### Founding Product Designer | Visto Group

Sousse - Tunisia

Apr 2023 - Dec 2024

- Lead designer on 2 product areas: Gym Pro (operational SaaS platform) and Menu Pro (consumer app, 100K+ downloads) with 0→1 ownership: Led 2 products from concept to market.
- Complex multi-user flows: Gym Pro SaaS served gym operators, trainers, and mobile app served members, balancing manager tools against member experience
- Design engineering collaboration: Partnered with engineers to ship biometric integration (real-time occupancy), turning hardware constraints into working features

#### UX & Product Designer | Horizon Study Abroad

Tunis - Tunisia

Sep 2022 - Apr 2023

- Scaled design system supporting 60+ product pages, establishing reusable component library

#### Junior UX Designer | Innovant Studio

Jun 2020 - Jul 2022

- Designed UI/UX for web and mobile applications, establishing foundation in user-centered design

### Skills

- Systems Thinking
- Behavioral Analytics
- Hi-Fi Prototyping
- Design Systems
- AI Workflow
- HTML/CSS Literacy

### Tools

- Figma
- Adobe Suite
- Microsoft Clarity
- Google Analytics
- Notion
- Stitch, Claude

### Languages

- English: C2
- French: B2
- Spanish: B1
- Arabic: Native