

Ayla.Akkad

Lead Product Designer — UX Strategy

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Leads product strategy and UX for complex platforms by finding the gap between what the business assumes and what users actually do — then driving the redesign, the roadmap, and increasingly the build to close it. Experience spans e-commerce platforms serving hundreds of thousands of online stores and enterprise software used across 1,000+ locations, including a field study that lifted a key workflow's completion by 74%. Ships end to end with AI, from research through API-connected prototypes engineering can build from.

▶ EXPERIENCE

Wix.com — Product Manager, Dropshipping

Dec 2025 — Jun 2026 • Remote / AZ

- Promoted from Senior UX Designer to Product Manager for the Dropshipping team, owning roadmap strategy, prioritization, specs, and backlog while retaining design leadership.
- Conceived and led a redesign of the dropshipping landing page to reduce seller churn — an adaptive page with four states by journey stage, built to increase repeat engagement among existing sellers and reach an entirely new segment Wix had never monetized: site owners with no online store. Defined the KPIs, then built an API-connected prototype with AI-assisted design and coding tools and handed engineering a pull request to build toward production.

Wix.com — Senior UX Designer, Sales Channels & Dropshipping

Jan 2022 — Dec 2025 • Remote / AZ

- Identified a structural gap in Wix's dropshipping ecosystem: sellers could compare products within a provider but had no way to discover them across providers. Conceived and designed Wix's first cross-provider marketplace, building the mega-menu and supporting components from scratch. Starting with print-on-demand — the least-developed category — catalog selection grew 10× (~50 to ~500 products). Rolled out platform-wide to all merchants; ~50% of new print-on-demand sellers now come through the marketplace, and it has been sustained as a 2-year initiative.
- Led UX for a net-new multi-location inventory capability built to move Wix upmarket toward enterprise sellers. Coordinated across 5 teams and migrated every existing inventory user onto the new system; after demonstrating stronger delivery velocity, ownership of the initiative transferred to my team.

American Express — Senior UX Designer (Contract)

Jun 2020 — Jan 2022 • AZ

- Modernized the customer-service channel design system and scoped feasible improvements to the credit card application flow within a highly regulated, compliance-heavy environment.

Massage Envy — UX Lead → Senior UX Lead

Nov 2017 — Jun 2020 • AZ

- Led design across 5 products spanning the full customer and in-clinic experience, used across ~1,100+ locations. Conducted field research with practicing estheticians that revealed documentation required for compliance and liability protection conflicted with actual clinic conditions; secured C-suite buy-in to redesign around provider behavior rather than prescribed process — increasing documentation completion by 74%.
- Established the team's UX foundation — research framework, journeys, design assets, and accessibility standards — and presented product direction directly to executive leadership.

InHype — UX/UI Manager, Founding Team

Dec 2015 — Nov 2017 • Dubai, UAE

- Joined as employee #3 and founding UX/UI Manager at an influencer-marketplace startup in Dubai. Owned research, testing, and design end to end — discovery through shipped UI for a brand web app and an influencer mobile app — and mentored 2 designers as the team grew.

▶ SKILLS

- UX Strategy
- Design Systems
- User Research
- Product Strategy & Roadmapping
- AI-Assisted Design & Prototyping
- Cross-Functional Leadership

▶ EDUCATION

BS, Design Management

Minor in Architecture

American University of Sharjah — 2015

▶ TOOLS

- Claude Design
- Claude / Claude Code
- Cursor
- Figma AI
- ChatGPT
- Jira
- InVision / Zeplin
- Adobe CC
- Axure
- Webflow

▶ LANGUAGES

Native English & Arabic • Intermediate Spanish