

Omar Younis

Over a decade of experience leading design teams and establishing design systems for enterprise SaaS products. Delivered the core Reverse ETL platform at Hightouch and built the onboarding journey and design system foundation at Fivetran, driving user adoption and operational efficiency. Seeking to apply strategic design leadership to accelerate product innovation and market impact.

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Workato — Sr. Product Designer, Data Orchestration & API Management

APRIL 2025 - FEB 2026

- I was the product design lead for Enterprise MCP servers and shipped the GA product, the first enterprise-grade MCP product offering in our industry, which improved our customers operational efficiency in this area.
- Shipped new data pipeline creation and management features and workflows on the platform, which became a competitive alternative to competing large scale data orchestration solutions like Informatica.
- Led incremental API Management feature designs that extend our API offering to be robust enough as a standalone API management product.

Hightouch — Founding Product Designer

APRIL 2021 - APRIL 2024

- Designed the core Reverse ETL platform, creating wireframes and UI components in Figma and applying UX principles, which enabled the product to launch on schedule and support data integration for early customers
- I optimized the onboarding workflows for data collection to significantly reduce time-to-value.
- I started a scalable design system and rolled it out with the help of a frontend engineer, helping the engineering teams adopt a repeatable workflow for component testing and adoption.
- I led all design projects for both core and enterprise workspace management features, data field mappers, event collection, and Agentic interface concepts for marketing automation tasks.

Fivetran — Lead Product Designer

MAY 2019 - FEB 2021

- Led the redesign of the onboarding journey and built the core design system using Figma and usability-testing methods, creating a consistent user experience and streamlining the product's visual language
- I performed qualitative research and design exploration workshops, and we optimized the onboarding workflows which reduced drop-off rates before initial sync from 56% to 36% in 3 months.
- Created a web app design system that was adopted by the design and engineering organizations, and

is coherent with the much more mature marketing brand design system already in place.

- Developed interview process templates and scoring criteria that helped scale the design team to 3 designers total.

Atrium — Sr. Product Designer

JUN 2018 - APRIL 2019

- As the first design hire, led the UX and UI design effort for a v1 of multi-sided legal work platform, which included a client facing and lawyer-facing web application.
- Established design system for both client facing and lawyer facing web apps.
- Helped scale the design team to 3 designers total.
- Contributed to most of the v1 brand design assets.

Exabeam — Product Design Lead

MAY 2017 - JUN 2018

- Led the design and evolution of the flagship predictive analytics product, which became #1 in the Gartner quadrant for innovation.
- Led feature design for 2 other products in our platform including a Log Manager and Incident Response System.
- Hired a visual designer to collaborate with on maturing our design system.
- Hired 2 subsequent product designers for my team to manage parallel roadmaps.

Speakeasy — Product Design Lead

MAY 2015 - DEC 2016

- As the first design hire, led redesigns of the existing web and mobile apps for a Salesforce-integrated conference calling platform.
- Contributed to marketing templates, swag and social media assets.
- Managed 2 remote contract designers.

Arrayent — UX Lead

SEP 2014 - APRIL 2015

- As the first design hire, created a design system for UI/UX of IoT (Internet of Things) apps for developers.
- Drove the foundational UI/UX design for our B2B analytics dashboard product.
- Managed a remote design team of 2 designer contracts.

Pebble — UX Lead

SEP 2013 - AUG 2014

- As the first UX designer, led the redesign of the iOS and Android Mobile apps.
- Designed the world's first app store for any wearables company selling in
- nationwide retail stores.
- Wrote the first version of Pebble's UI Design Guidelines for watchapp developers.

Previous positions

2003 - 2012

Worked at Sprint, Amp'd Mobile, Helio, Skyfire, Barnes and Noble, and Punchcut.

- Worked in-house for pre-iPhone mobile device manufacturers like Amp'd and Helio. These were MVNOs (Mobile Virtual Network Operators) that rented bandwidth on the first-tier networks and delivered a personalized experience for younger demographics.
- Was on the founding design team for the Nook Color eReader. This was a full-color Android based device that hosted the Barnes and Noble store and stored all your e-Books.
- Worked as a contractor for design agency Punchcut, contributing to Motorola & Kyocera native OS UI design for core features such as albums and the camera.
- Worked at Sprint HQ in Overland Park, KS, contributing to a lot of research projects and helping design mobile carrier onboarding flows for Radioshack employees.