

Mohamed Ahmed

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SUMMARY

Experienced Senior Product Designer and Creative Director with over 15 years of multidisciplinary design expertise across mobile, web, branding, and product development. Proven ability to lead cross-functional teams and deliver impactful digital solutions by combining user-centered design, storytelling, and strategic thinking. Passionate about crafting meaningful user experiences through design systems, *UX/UI* innovation, and continuous product improvement across industries such as telecom, fintech, and media.

WORK EXPERIENCE

Zain Kuwait - Senior UX/UI Specialist – Product Designer Kuwait City, Kuwait
Jan 2023 – Present

- Redesigned and optimized UX/UI across multiple products, improving navigation, feature accessibility, and user interaction, resulting in smoother user journeys and reduced customer support queries.
- Developed the frontend for Zain's Paperless Project, implementing responsive, accessible UI components with HTML, CSS, JavaScript, and Bootstrap, enabling a 70% YoY reduction in paper-related expenses and supporting Zain's sustainability goals.
- Enhanced inbound and outbound UX/UI design to improve agents' readability of customer data, reducing resolution times and streamlining support workflows.
- Analyzed user behavior using Smartlook, Hotjar, and Glassbox to derive actionable insights, increasing session duration, boosting active users, and improving user acquisition metrics.
- Worked on two major versions of the Red Bull Mobile app by Zain, including its launch and later enhancement, successfully capturing a new prepaid Gen-Z segment and driving digital adoption.
- Enabled Zain to launch new digital features that improved user conversion rates, achieving a 60% YoY uplift in overall acquisition and a 30% YoY migration from low-value to high-value segments, with ongoing monitoring for continuous optimization.
- Utilized design tools including Adobe Photoshop, Adobe Illustrator, and Spine 2D to create high-quality assets, prototypes, and animations.
- Created high-quality assets, prototypes, and animations using Adobe Photoshop, Illustrator, and Spine 2D, ensuring design fidelity, improving collaboration with developers, and accelerating delivery timelines.

Kuwait Finance House - Senior UX/UI Designer – Product Designer Kuwait City, Kuwait
Jan 2022 – Jan 2023

- Designed and implemented a unified design system adopted across all digital and internal channels at Kuwait Finance House (KFH), streamlining the user interface for B2B, B2C, and internal platforms including teller systems, customer service tools, web, and mobile applications.
- Standardized UI components and interactions, significantly reducing design/development redundancy, improving internal efficiency, and enhancing end-user consistency across the bank's digital ecosystem.
- The design system enabled faster rollout of features, improved maintainability, and enhanced employee workflows, ultimately delivering a more seamless and positive customer experience.
- Utilized Sketch for UI design and collaborated with cross-functional teams to align visual language and usability across products.
- Contributed to frontend development on the bank's Paperless Project using Bootstrap, JavaScript, HTML, and CSS, supporting the transition to fully digital, paper-free operations.

BEINMEDIA – Product DirectorKuwait City, Kuwait
May 2014 – Mar 2022

- Led *UX/UI* design for two major in-house projects at beIN Media, including an online consultation platform and two confidential SaaS products, delivering user-centered interfaces from concept to implementation.
- Created all artwork, visuals, and marketing assets, aligning design aesthetics with product goals and user needs.
- Contributed to frontend development using Bootstrap, JavaScript, and CSS, collaborating with developers to bring designs to life with pixel-perfect execution.
- Played a key role in launching internal digital products that supported strategic business initiatives and improved service delivery.

RH.NET.SA – Senior *UX/UI* Designer – UI DeveloperHA'IL, Saudi Arabia
May 2012 – May 2014

- Developed wireframes, branding, and mobile/web designs, and built responsive UIs for web pages using HTML and CSS as a Senior *UX/UI* Designer and UI Developer.

NONTANDESIGN – CEOAlexandria, Egypt
July 2005 – May 2012

- Founded NontanDesign, a creative digital agency that served over 500 clients across the GCC region, delivering tailored web solutions across various industries.
- Designed and developed online forums (vBulletin, bbPress), WordPress themes, and custom blogs, building engaging, user-friendly digital platforms.
- Created and deployed e-commerce websites using OpenCart, Shopify, Magento, and Liferay, enabling businesses to scale their online presence and optimize customer experience.

EDUCATION**Alexandria University**

Bachelor's degree in Business Administration

Alexandria, Egypt
June 2014**SKILLS****Technical Skills:**

- **Design:** Design Research, Design Strategy, Art Direction, UI, UX, Web Design, Mobile Design, Service Design, Storytelling, Scenario Design, Interaction Design, System Design, Prototyping, Video Editing, 3D Design, Branding
- **Development:** HTML, CSS, JavaScript, PHP, Swift
- **Software:** Photoshop, Illustrator, Premiere, After Effects, Sketch, Figma, Adobe XD, inVision, Lightroom, Dreamweaver, Zeplin, Blender
- **Others:** Business Strategy, Marketing, Advertising, Illustration, Storyboarding, Decoration

Soft Skills:

- Problem-Solving, Business Intelligence, Decision-Making, Communication

Languages

- Arabic – Native Speaker
- English - Professional Business & Technical Writing