

Wally Mostafa

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📍 Raleigh Metro, NC

Professional Summary

Versatile account management and UX leader with 10+ years of experience driving client satisfaction, revenue growth, and innovative solutions for multimillion-dollar accounts. Proven record of building cross-functional teams, implementing strategic initiatives, and scaling projects from concept to launch. Seeking to leverage strong relationship-building and analytical skills to optimize client engagement and business outcomes in an account-focused role.

Career Experiences

Crew & Manager in Training

Trader Joe's

Raleigh Metro Area | Mar 2024 - Present

- Elevated bakery section sales by 25% and decreased wasted inventory by 29% YTD, earning a top 5 regional ranking through optimized forecasting and inventory management

Freelance UX Collaborator

wally_mo LLC

Remote | Jul 2023 - Present

- Lead stakeholder workshops to identify user needs and drive revenue via optimized customer engagement strategies
- Implement data-driven tactics that enhance client satisfaction and bolster long-term business growth

Director, Experience & Innovation

Kinesso, Part of IPG

New York, NY | Feb 2020 - Jun 2023

- Portfolio Link - [UX Showcase](#)
- As the second hire, co-built Kinesso's design organization from 2 to 30 local and international practitioners in under 3 years by establishing standardized research and design frameworks
- Spearheaded a scalable, enterprise-wide design system that unified the look, feel, and functionality of Kinesso's SaaS product suite accelerating go-to-market strategies and providing sales teams with polished demos for prospective clients
- Evangelized design thinking across product, engineering, and leadership teams reducing design debt with reusable UI components, increasing development efficiency, and ultimately boosting enterprise client satisfaction and renewal rates

Sr. Freelance UX Design

Pharma Ad Agencies

New York, NY | Dec 2019 - Jan 2020

- Sr. lead on several UX design projects across multiple clients and new business opportunities

Sr. UX Designer

Heartbeat Ideas

New York, NY | Aug 2018 - Nov 2019

- Managed comprehensive UX initiatives, from research and wireframing to design systems, improving client satisfaction and project ROI across agency clients

Freelance UX Designer

Pharma Ad Agencies

New York, NY | Dec 2017 - Jul 2018

Account Supervisor

Scout Marketing

San Diego, CA | Jun 2015 - Nov 2017

- Optimized key account campaigns for Jazz Pharmaceuticals' Xyrem, leveraging digital insights and leading an unbranded disease awareness initiative that boosted consumer engagement

Sr. Account Executive

FCB Health

New York, NY | Jun 2014 - May 2015

- Supervised end-to-end production of three brand commercials, coordinating FDA preclearance, network approvals, and talent management for Linzess

Sr. Account Executive

Barker DZP

New York, NY | Dec 2013 - May 2014

- Devised integrated marketing strategies across print, digital, and social channels, elevating campaign reach and effectiveness for clients such as Tough Mudder and PDI Healthcare

Sr. Account Executive

Cline, Davis, & Mann

New York, NY | Aug 2013 - Nov 2013

- Enhanced Pfizer's digital presence and loyalty programs, increasing patient prescription retention through data-driven strategies for brands such as Zoloft

Account Executive

FCB Health

New York, NY | Apr 2011 - Jul 2013

- Led unbranded campaigns and oversaw digital platform rebranding efforts, improving brand visibility and engagement for Teva Pharmaceuticals' NUVIGIL

Account Coordinator

RosettaWishbone - Pfizer Prevnar 13

New York, NY | Sept 2010 - Apr 2011

- Coordinated and supervised a KOL workshop in Dubai, collaborating with local and international Pfizer stakeholders to align on global marketing strategies for Prevnar 13

Global Awards

[Design System Data Visualization Indigo Awards \(2023\)](#): 3x Gold [UX Interface Navigation, Digital Tools & Utilities, Graphic Design]; 2x Silver [Interaction and Interactive Design]

[Digital Audit Experience Indigo Awards \(2022\)](#): 2x Gold [Digital Design, Digital Tools/Utilities]; 2x Silver [Interaction Design, UX Interface/Navigation]

[Red Dot Brands and Communication Awards \(2021\)](#)

Education

BA Labor Studies and Employee Relations. Rutgers University, Class of 2010