



Wally Mostafa

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 Raleigh Metro, NC

Professional Summary

AI implementation lead and hybrid UX/product builder with 10+ years bridging client strategy, engineering workflows, and multimillion-dollar delivery. I design and wire LLM systems into real operational pipelines—CLI toolchains, multi-model orchestration, and rapid prototyping that moves work from brief to production. I combine hands-on UX systems thinking with technical execution to help teams adopt AI without disruption, improve throughput, and elevate client outcomes.

Career Experiences

Founder

One Block Away LLC

Remote | Jul 2023 - Present

- Drive innovation in AI and LLM implementation strategies to deliver MVP-ready products
- Consult with organizations on selecting and applying optimal LLMs to existing workflows, increasing efficiency and employee output
- Built and maintain a portfolio of prototypes (WeReady, ListingPal, BriefFlow); currently seeking grants to scale *WeReady*. All work can be seen at:
- Portfolio Link - [AI Showcase](#)

Crew & Manager in Training

Trader Joe's

Raleigh Metro Area | Mar 2024 - Present

- Lead trainer for onboarding all new employees; section lead; and manager in training

Director, Experience & Innovation

Kinesso, Part of IPG

New York, NY | Feb 2020 - Jun 2023

- Portfolio Link - [UX Showcase](#)
- Co-built Kinesso's design org from 2 to 30 in under 3 years by standardizing research and design frameworks.
- Launched an enterprise-wide design system that unified SaaS products, accelerated go-to-market, and armed sales with polished demos.
- Promoted design thinking across teams, cutting design debt with reusable components, improving dev efficiency, and boosting client satisfaction and renewals.

Sr. Freelance UX Design

Pharma Ad Agencies

New York, NY | Dec 2019 - Jan 2020

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 a KOL workshop in Dubai with Pfizer stakeholders 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