MAHMOUD AHMED

Senior Product Designer

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SUMMARY

Senior Product Designer with 6 years of experience creating user-centered solutions across fintech, edtech, SaaS, and event management platforms. Engineering background enables seamless collaboration with technical teams and systematic approach to solving complex design challenges. Proven expertise in building scalable design systems, driving measurable business impact, and leading cross-functional initiatives that accelerate product development.

Core Expertise: Design Systems • User Research • Data-Driven Design • Cross-Functional Leadership • Conversion Optimization

🏆 **Award-Winning – Best Event Mobile App 2025 (SXSW London)**

PROFESSIONAL EXPERIENCE

Senior Product Designer

Blink Tech LLC • Falls Church, VA (Remote) • December 2023 - Present
Event Management • SaaS • B2B/B2C

- Architected headless design system achieving 98% adoption across two product teams, establishing scalable design tokens, component libraries, and comprehensive documentation

- Accelerated design-to-development workflow by 300% through systematic design system implementation and optimized handoff processes

- Designed and delivered Best Event Mobile App 2025 (SXSW London), managing end-to-end experience for 24,000+ active users per event day from research and wireframing through prototyping and post-launch analytics

- Led cross-functional collaboration as primary UX/UI decision-maker, coordinating design sprints across engineering, product, and business stakeholder teams

- Developed three-month internship curriculum with hands-on mentorship program, expanding team capabilities and institutionalizing design best practices

Product Designer

Banque Misr • Cairo, Egypt • June 2022 - December 2023
Banking • Fintech • B2B/B2C

- Designed cash collection ecosystem for corporate clients through extensive user research with 24+ merchants, creating comprehensive cashless payment solutions

- Led usability testing program spanning 7 rounds over 6 quarters, identifying 50+ critical pain points through affinity mapping, journey analysis, and behavioral studies
- Maintained enterprise design system component library and documentation across 4 product tribes, ensuring consistency and scalability across banking interfaces
- Implemented data-driven design methodology combining heuristic evaluation, user studies, and stakeholder feedback to optimize B2B banking experiences

Product Designer

Academi • Riyadh, Saudi Arabia • November 2021 - July 2022
MOOC • Edtech

- Redesigned course enrollment experience using journey mapping, task flow analysis, and conversion optimization techniques across desktop and mobile platforms
- Achieved 60% increase in completion rates and 50% reduction in user drop-off through improved information architecture and streamlined workflows
- Conducted iterative usability testing and A/B experiments to validate design decisions and measure impact on key metrics

UX Designer

Izam • Giza, Egypt • March 2021 - December 2021
ERP • Ecommerce • SaaS

- Drove 87% increase in sign-up conversion rates for Tanqeeb platform through data-informed onboarding redesign utilizing A/B testing and user behavior analysis
- Created Daftra landing page achieving 45% increase in subscription conversions through improved information hierarchy, value proposition clarity, and strategic call-to-action placement
- Applied conversion rate optimization principles across multiple touchpoints in the customer journey

Graphic | UI/UX Designer

LemonAI LLC • Cairo, Egypt • May 2020 - March 2021
Advertising Agency

- Introduced standardized design processes, reducing campaign delivery time by 75% and increasing team output
- Established design workflows and quality standards that improved consistency and efficiency across client deliverables

EDUCATION

Bachelor of Computer Engineering

Ain Shams University • Cairo, Egypt • 2015 - 2021

SKILLS

Design Expertise Design Systems • Design Tokens • User Research • Usability Testing • Wireframing • Prototyping • Interaction Design • Information Architecture • Journey Mapping • A/B Testing

Technical & Process Figma • Sketch • Adobe XD • Design Handoff • Accessibility (WCAG) • Heuristic Evaluation • Analytics • Cross-functional Collaboration • Agile/Scrum

Specializations B2B/B2C Product Design • Fintech & Banking • Mobile & Web Applications • Component Libraries • Design Documentation • Conversion Optimization

PROFESSIONAL DEVELOPMENT

- UX Design Process: Empathize, Define, and Ideate - Google

- Foundations of User Experience (UX) Design - Google

- User Experience Design: Complete UX Fundamentals - Udemy

- Lighting Theory & Application - Philips

KEY ACHIEVEMENTS

- **Design System Excellence:** Achieved 98% design system adoption across multiple product teams within one quarter

- **Product Impact:** Delivered award-winning mobile application (Best Event Mobile App 2025) serving 24,000+ active users per event day

- **Conversion Leadership:** Increased conversion rates by 87% through data-driven design and optimization

- **Workflow Efficiency:** Accelerated design-to-development process by 300%, significantly reducing time-to-market

- **Mentorship:** Developed comprehensive internship program, successfully training and integrating junior designers