

Mohamed Saeed

Senior Product Designer | Product Strategy | Design Systems
AI-Enabled Workflows | Web and Mobile Products

PROFESSIONAL SUMMARY

Senior Product Designer with 7+ years of experience shaping web and mobile products through product strategy, UX, UI, design systems, AI-enabled workflows, and technical understanding. I turn complex product challenges into clear, buildable experiences that align user needs, business goals, and development constraints.

EXPERIENCE

247 Labs - Senior Product Designer, Canada, remote

OCTOBER 2024 - PRESENT

- Created product solutions and strategic mockups that supported client acquisition, stakeholder buy-in, and sales enablement.
- Owned product decisions from requirements clarification through UX flows, prototyping, interface design, developer handoff, and design QA.
- Designed mobile apps, web platforms, CRMs, ERPs, dashboards, portals, and data-heavy interfaces across healthcare, real estate, insurance, education, and corporate systems.

Xyris Digital Solution - UX/UI Consultant, Egypt

NOVEMBER 2024 - SEPTEMBER 2025

- Consulted on UX strategy, product structure, and interface design for digital products across web and software platforms.
- Turned business requirements into clear user flows, high-fidelity mockups, and development-ready product experiences.
- Improved usability, visual consistency, and implementation clarity through collaboration with stakeholders and developers.

WILLMA - UX/UI Team Lead, Egypt

OCTOBER 2024 - SEPTEMBER 2025

- Led UX/UI direction for a fitness and health-tech platform serving coaching, customer management, and internal operations.
- Established scalable design workflows, UI structure, and quality standards to improve product consistency and team delivery.
- Mentored designers and raised output quality across UX thinking, interface design, and component usage.

CONTACT

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mosaeed.design

CAPABILITIES

Product Strategy, UX Strategy, User Research, Journey Mapping, Information Architecture, User Flows, Interaction Design, UI Design, Design Systems, Component Libraries, Responsive Web Design, Mobile App Design, Dashboard Design, SaaS Design, CRM Design, ERP Design, Prototyping, Developer Handoff, Design QA, AI-Enabled Workflows, AI Product Strategy, Branding Systems, Stakeholder Communication, Team Mentorship

TOOLS

Figma, FigJam, Framer, Webflow, Rive, Spline, Notion, Jira, Trello, Slack, ChatGPT, Claude, Cursor, Lovable, v0 by Vercel, Adobe Creative Suite, Blender, HTML, CSS, Git

LANGUAGES

Arabic - Native
English - Fluent
Spanish - B2
Korean - TOPIK 1

EXPERIENCE CONTINUED

The Address Investments - UX/UI Designer, Egypt

OCTOBER 2022 - OCTOBER 2024

- Created a consistent RTL/LTR design system that scaled across Android, iOS, responsive web, internal CRMs, and ERP platforms.
- Improved cross-platform consistency, design handoff, and collaboration across design, marketing, business, and development teams.
- Contributed to a refreshed brand direction and mentored UX/UI interns to raise internal design maturity.

DesignLabel - Design Director, Egypt

NOVEMBER 2020 - OCTOBER 2022

- Led branding and digital design projects for clients, including WHO, across visual identity, websites, and marketing experiences.
- Designed and delivered responsive websites, including no-code Webflow builds, from concept and art direction through production.
- Managed design direction and maintained quality across brand systems, web experiences, and client-facing deliverables.

REVIEW advertising - Graphic Designer, Egypt

AUGUST 2020 - NOVEMBER 2020

- Designed visual assets and marketing materials for advertising and brand communication needs.
- Applied graphic design, layout, typography, and visual identity principles across digital and promotional work.

Military Service - Internal Systems Designer and Developer, Egypt

2019 - MAY 2020

- Designed and developed internal systems that replaced manual, paper-based workflows with more structured digital processes.
- Created practical tools using design and technical problem-solving to improve internal operations and information management.

Freelance Graphic Designer

2016 - 2024

- Created brand identities and visual systems, including brand positioning, logos, typography, printables, and on-ground mockups.
- Delivered branding and graphic design work for clients across digital, print, and physical environments.

EDUCATION

The American University in Cairo, Cairo, Egypt - B.A. Graphic Design

January 2019

Udacity, Online - UX Design Nanodegree

February 2021

SELECTED PRODUCT DOMAINS

Healthcare, telehealth, insurance, real estate, education, telecom, IoT, automotive, finance, CRM, ERP, SaaS, internal tools, admin platforms, and data-heavy operational systems.