Ahmed Mostafa

SENIOR PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of experience designing complex, user-centered products — building systems from the ground up and improving live products used at scale. Delivered design solutions across a wide range of industries, including government and public services, e-commerce, real estate, delivery, booking, online learning, project management systems, point-of-sale (POS), and classified ads. Skilled at turning complex requirements into clear, intuitive experiences, with strong expertise in UX research, information architecture, and interaction design, and a track record of leading and mentoring other designers.

EXPERIENCE

NTG Clarity — Elm (Client)

Senior Product Designer · Sep 2025 – May 2026

- Contributed to UX work on the Nusuk app, supporting end-to-end journey optimization, UX audits, and design-system-aligned UI in collaboration with product and engineering teams.

GOSI — General Organization for Social Insurance, Saudi Arabia

Senior Product Designer · Mar 2025 – Sep 2025

- Worked on UX improvements across several systems within the Inspection Administration — covering tools used by inspectors and supervisors as well as inspection distribution — improving the workflows behind day-to-day operations.
- Improved the UX of Rased, the authority’s inspection platform, redesigning a range of complex, data-heavy flows to make day-to-day work clearer and easier for inspectors.
- Designed the case-triage system end-to-end — a tool that screens flagged fraud cases and routes them to the inspectors’ systems to trigger the inspection process.
- Contributed to the design of the fraud-detection system, which identifies cases involving violations and irregularities.

Worldofss
Senior Product Designer · Feb 2021 – Mar 2025

- Designed the end-to-end experience for a committee and meeting management platform serving government entities, covering committee setup, meeting creation, invitations, attendance, recommendations, reporting, and archiving.
- Translated complex governance rules, roles, and permissions into clear, guided workflows for non-technical government users.
- Redesigned key journeys in Chambers Services, enabling chamber-of-commerce members to submit requests, manage memberships, issue certificates, and complete transactions through a clearer integrated portal.
- Designed the end-to-end product experience for SAHAPP, a real estate digital product comprising a customer-facing mobile application and a complete admin platform.
- Defined the information architecture, user journeys, wireframes, interaction patterns, final UI, key states, edge cases, and developer handoff across both sides of the product.
- Collaborated closely with the business and development teams, and participated in selected client discussions to clarify requirements, understand operational needs, and translate them into practical design solutions.
- Designed the property-discovery experience alongside the supporting administrative workflows, creating a connected experience between the customer-facing application and the platform’s internal operations.
- Took ownership of larger products and mentored and reviewed other designers to maintain quality and consistency across the team.

Dimofinf
UI/UX Designer · Nov 2019 – Jan 2021

- Designed user-centered interfaces aligned with business goals, working with product managers to shape information architecture, user flows, wireframes, and interactive prototypes.

Tqniait
UI/UX Designer · Apr 2018 – May 2019

- Created user flows, wireframes, mockups, and prototypes, partnering with product managers to translate requirements into usable designs.

Top Ambition
UI Designer · Jun 2016 – Jan 2018

- Produced visual designs from product requirements, building a strong foundation in UI craft and execution.

SKILLS

Product & UX: Product discovery, requirements analysis, UX research, user interviews, feedback analysis, competitor review, usability testing, information architecture, user flows, wireframing, interaction design, prototyping, and design validation

UI & Delivery: Web and mobile UI design, responsive design, design systems, microcopy, interaction states, edge cases, developer handoff, design reviews, and design QA

Collaboration & Leadership: Stakeholder collaboration, cross-functional teamwork, mentoring, design feedback, and maintaining experience consistency across products

Tools: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, HTML/CSS, and basic JavaScript

AI-Assisted Workflow: Business and product requirements analysis, research synthesis, feedback and competitor analysis, UX documentation, information architecture, user flows, rapid prototyping, and AI-assisted design execution in Figma using ChatGPT, Claude, Codex, and Google AI Studio

EDUCATION

Bachelor of Law — Faculty of Law, Assiut University, 2016

LANGUAGES

Arabic (Native) • English (Conversational)