مرحباً
Hello..
Bonjour..
Hola..

Mohamed Essam
a product designer
— based in Dubai.

Passionate about crafting intuitive experiences with over 15 years of experience, I have had the privilege of collaborating with renowned MENA industry leaders such as Gucci, AECB, Emirates NBD, MG Motors, Museum of the Future, and numerous other visionary organizations.

Behance
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Resume
2023©

Mohamed Essam
Product Designer

Be.   **Db.**   **Mu.**   **In.**

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Areas of expertise

User Experience Design (UX)	Wireframe & Prototype	Web Design
User Interface Design (UI)	User Research	Animation Design
Interaction Design	Design Sprint	Html, CSS, Bootstrap
User Center Design (UCD)	Data Analysis	iOS HIG
Design Thinking	PMP	Material Design
Product Strategy	Mobile Design	

Technical Proficiencies

F Figma	PS Adobe Photoshop	M Miro
S Sketch	AI Adobe illustrator	P ProtoPie
XD Adobe XD	VS Visual Studio Code	Z Zeplin
IN Invision	AE Adobe After Effects	FM Flowmapp

Professional Experience

2023 ~ Present

TCS Interactive, Dubai
UX/UI Design Lead

Leading a dynamic design team to enhance the digital customer experience of AECB products, duties encompass:

- Providing strategic direction to the business, aligning it with the goal of improving the digital experience.
- Conducting user research, benchmarking, and competitive analysis to inform the design process and identify opportunities for improvement.
- Collaborating with cross-functional teams to ensure smooth implementation of design solutions.
- Architectured and implemented a comprehensive design system, complete with design tokens, to ensure consistency and quality across all digital products.

Professional Experience

2018 - 2020

SAMSUNG, Dubai
Asst. Manager - Digital Customer Experience Designer

Led squad team to enhance the digital customer experience across MENA S.com channel.

- Enhance the user journey within Samsung e-commerce channels by monitoring and measuring user analytics and providing solutions to close funnels for a seamless user experience.
- Monitored and measured user analytics alongside the research team and provided solutions to optimize funnels for a seamless user experience.
- Rolled out HQ UX enhancements: Identified project scope, performed information architecture, wireframing, prototype, usability testing, segregated technical specifications to the DEV team.
- Led annual regional workshop to introduce MENA's subsidiaries to the new processes, value recognition, and valuable UX practices.

2018 - 2020

GET Group, Dubai
Senior Product Designer

Led a team responsible for designing products that balance user experience and ensure achieving business strategy by employing an empathetic iterative process to identify user problems and conduct design iteration based on user behavior insights.

- Collaborate with system analysts to facilitate main features.
- Measure and analyze user insights.
- Conduct qualitative and quantitative user research to optimize user flow and iteration in the active sprint environment.
- Workshop facilitation, UX strategy, personas, A/B testing, concept presentation.
- Managed multi-function squad team on several projects within UAE and Egypt.

2017 - 2018

BPG Possible, Dubai
Digital Art Director

Collaborated with copywriters, strategists, and visual designers to develop innovative and persuasive concepts to guide the technical execution from the briefing phase passing through research, rapid prototyping, and implementation to the delivery stage, privileged to design for global brands, including GUCCI MENA, Emirates NBD mobile app, MG, DXH, and Mashreq bank.

Professional Experience

2016 - 2017

Medcare Hospitals, Dubai
Creative Designer

I was responsible for launching various successful products, including the new MC website with a proven high level of UX, by using the latest AI solutions for the first time in the health care industry represented in the new chatbot that analyzes patients' symptoms inputs and recommends the right specialty for patient conditions.

Role achievements:

- Developing a new brand identity and playbook to align with the brand strategy.
- Collaborating closely with the marketing team to brainstorm, conceptualize, and create online and offline content for digital campaigns.
- Ensuring consistent brand image standards and guidelines across all digital and offline channels.
- Planning and executing innovative social media campaigns.
- Creating the foundation for the new mobile app.

2016

Technowireless, Egypt
Consultant Digital Art Director

Technowireless, a prominent agency in Egypt, excels in providing comprehensive digital solutions, spanning viral Facebook campaigns to extensive web development.
I held the responsibility of spearheading successful digital projects while overseeing a multi-functional team consisting of designers, writers, photographers, and developers. Together, we crafted innovative and user-friendly solutions that fulfilled the unique needs of our clients. I was privileged to work on projects for esteemed high-end brands such as Egypt Air, Emaar, Soma Bay, and Orange.

2014 - 2016

PCC Advertising, Qatar
Digital Art Director

Through strategic leadership, I successfully facilitated the expansion of our digital services into the Qatar market, driving substantial growth in digital solutions sales.
Additionally, I took the helm in spearheading numerous special projects for renowned brands, including Qatar Social Work, Lulu Super Markets, the Egyptian Ministry of Petroleum, and Qatar Civil Aviation Authority.

Professional Experience

2013 – 2014   **Cube Adv, Egypt**
Senior Graphic & Web Designer

2011 – 2013   **Online Horizons, Egypt**
Senior Web Designer

2008 – 2011   **Realgate, Egypt**
Graphic & Web Designer

2005 – 2007   **Sparkegy, Egypt**
Web Designer

Academic Education

2006 – 2011   **Mass communication and Media Arts, BA**
October 6 University

2019   **Linkedin**
UX Foundations: Content Strategy
Persuasive UX: Influencing Behavior Patterns

2019   **Interaction Design Foundation**
UX Design
Mobile User Experience (UX) Design
User Research

Privileged working with MENA's brightest across UAE, KSA, Qatar, Egypt.

Emirates NBD   FAB First Abu Dhabi Bank   شرطة دبي DUBAI POLICE   SAMSUNG   ⟨⟩AECB الاتحاد للمعلومات الائتمانية AL ETIHAD CREDIT BUREAU

متحف المستقبل MUSEUM OF THE FUTURE   GUCCI   INTERCONTINENTAL DOHA   MG MOTOR Middle East   DXH تجربة دبي الصحية Dubai Health Experience