



# Mohamed Essam

## A Product Designer

### — Based in Dubai.

Over the past 16 years, I've had the privilege of collaborating with MENA titans like Gucci, Emirates NBD, MG Motors, Museum of the Future and an array of other visionary leaders.

From the ground-breaking to the game-changing, I've supported businesses to raise the bar of user experience.

Currently working at TCS Interactive as UX/UI Design Lead, Where I guide an exceptional talented team on a mission to craft astonishing solutions for TCS partners.

**Resume**  
**2024©**

Award Winning  
Designer

**W.**



CSS **WINNER**



▲ Portfolio?  
Scan/Click above

# Mohamed Essam

## Product Designer

Bē in

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### Areas of expertise

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User Experience Design (UX)  
User Interface Design (UI)  
Interaction Design  
User Center Design (UCD)  
Design Thinking  
Product Strategy

Wireframe & Prototype  
User Research  
Design Sprint  
Data Analysis  
PMP  
Mobile Design

Web Design  
Animation Design  
Html, CSS, Bootstrap  
iOS HIG  
Material Design

### Technical Proficiencies

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Figma

Sketch

Adobe XD

Invision

Adobe Photoshop

Adobe Illustrator

Visual Studio Code

Adobe After Effects

Miro

ProtoPie

Zeplin

Flowmapp

### Professional Experience

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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.
- Architected and implemented a comprehensive design system, complete with design tokens, to ensure consistency and quality across all digital products.



## Professional Experience

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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

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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.

