

Fouad Mohammed

UX/UI Lead

UX/UI Lead with 14+ years of experience shaping user-centered products across the Middle East. Combines design leadership, UX strategy, research, business analysis, and data-informed optimization to turn complex requirements into clear, scalable digital ecosystems. Focused on design strategy and team leadership.

EXPERIENCE

UX/UI Lead

Emirates Auction Group — Jun 2022 – Present

- Direct and mentor 10+ designers across 8+ high-impact digital platforms serving 15M+ users
- Redesigned post-win transaction journeys, boosting checkout conversion by +30% (40% → 70%)
- Increased deposit conversion +20% (50% → 70%) and bid activation +15% (45% → 60%) via research, heatmaps and funnel analytics
- Architected and scaled a unified multi-platform design system across 8+ products, accelerating design-to-dev handoff
- Expanded digital self-service across public-sector and enterprise platforms, reducing offline processing and support call volume

UX Lead

Unicom Group — Jun 2018 – Jun 2022

- Digitized complex paper-based public transactions across 10+ ministries (Electricity, Justice, Iraqi Post), cutting citizen processing from days to under 15 minutes
- Directed end-to-end UX strategy across 20+ public-sector systems, leading 30+ cross-functional members
- Architected reusable portal frameworks across enterprise and citizen portals

Senior UX/UI Designer / UX Lead

Pentavalve — Jul 2016 – Jun 2018

- Directed UX operations, product roadmaps, feature prioritization and delivery across high-traffic web and mobile applications

Senior UX Designer / UX Team Lead

Tawasol IT — Nov 2014 – Jan 2016

- Led a cross-functional design team delivering user-centered web and mobile enterprise applications

Mid-Level UX Designer / UX Architect & Researcher

NTG Clarity Networks Inc. — Nov 2013 – Nov 2014

- Led interface design and business process analysis for 5+ enterprise applications

Junior UX Designer

asgatech — Apr 2012 – Nov 2013

- Delivered UX/UI design, wireframes and business analysis for native mobile products across multiple industries

EDUCATION

Bachelor, Faculty of Commerce

Ain Shams University, Cairo — 2011

Cairo, Egypt

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SKILLS

Strategy & Research

UX strategy, user research, personas, journey mapping, usability testing, A/B testing, UX audits, heatmaps, session recordings, funnel analysis

Design & Delivery

Interaction design, UI design, design systems, WCAG accessibility, wireframing, prototyping, UX writing, Agile handoff

Tools

Figma, Adobe XD, Miro, Sketch, Hotjar, Smartlook, Google Analytics, GA4, Jira, Confluence, Trello, Notion, Azure DevOps

Technical Awareness

HTML/CSS fundamentals, Agile/Scrum, user stories, use cases, flowcharts

LANGUAGES

Arabic

Native

English

Professional

CERTIFICATIONS

NN/g UX Certified

ID: 1086296

Google UX Design Certificate

Interaction Design Foundation

Top 1% ADPList Mentor

Jan & Feb 2025

KEY PROJECTS

Emirates Auction

E-commerce / FinTech auction ecosystem

Dubai Courts

Smart legal dispute & judicial platforms

Emirates Roadside Assistance

Mobility & roadside service ecosystem

Emirates Judgment Enforcement

Public-sector legal enforcement platform

Iraqi Public Transformation

20+ systems across 10+ government entities