

Mohamed Wael

Product Designer | UI/UX Design | Framer Web Developer

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Portfolio: <https://themowael.framer.website/>

SUMMARY

Product Designer with 3+ years of experience designing web and mobile products that balance business goals, usability, and execution speed. Worked on different Mobile and Desktop apps across e-commerce, e-learning, ERP systems, AI, healthcare, B2B/B2C, and SaaS products for companies and Individuals businesses in Egypt, MENA, Japan, and the US markets. Expert in UX strategy, atomic design systems. Strong Focus on accessibility and user centered design. Designing Products, Services, Experiences, Scalable Systems, not just screens...

EXPERIENCE

Game Experience Designer at Toca Boca | Stockholm, Sweden – Remote Sept 2025 - Present

- Started as an Audience Behavioral Analyst, translating player behavior, search intent, comments, watch patterns, and engagement signals into clearer game-experience decisions around updates and collaborations.
- Expanded into Game Experience Design support, contributing to interaction loops, gamification moments, player-facing UI touchpoints, and feature-discovery experiences inside and around Toca Boca World.
- Designed story-driven content flows that connect game packs, characters, and IP collaborations with audience motivation, retention hooks, gameplay understanding, and product awareness.

UX Designer / Product Review Specialist at Contra Labs | USA – Fixed Project Contract Apr 2026 - Jun 2026

- Review web and mobile product experiences across usability, accessibility, interaction quality, responsive behavior, visual consistency, and conversion friction during a short-term UX Audit contract.
- Built a 5-point UX review framework covering task clarity, navigation, UI hierarchy, component consistency, and implementation compatibility, designed to cut feedback cycles by 30% through clearer prioritization.
- Translate design feedback into prioritized recommendations for landing pages, product flows, app screens, and developer-ready improvements.

Product Designer at Muzaid App | Kuwait – Remote Full-Time Dec 2024 - Aug 2025

- Led product design for the e-commerce bidding and auction app, turning market research and stakeholder interviews into product strategy, IA, conversion flows, and a reusable atomic design system.
- Mapped 4 core journeys: auction discovery, bidding, seller listing, and checkout; designed 55+ screens and 4 prototype iterations to improve buyer/seller task clarity.
- Designed UX patterns for bid status, countdowns, pricing visibility, item details, seller credibility, and checkout feedback, targeting 25% lower drop-off in auction flows, through 2 rounds of user research and in-depth user interviews and testing
- Partnered with the PO, PM, and the development team to align design solutions with business goals, went through multiple stakeholder interviews to understand business requirements, validate ideas and feature prioritization.

UX Designer at LY Corporate | Tokyo, Japan – Short Term Contract Jan 2025 - Mar 2025

- Contributed to a 3-month company website redesign with PM and engineering teams, covering competitive analysis, user flows, information architecture, documentation, and design system foundations.
- Designed an atomic component structure and reusable page patterns to improve consistency across future updates and reduce redesign effort for repeated website sections.
- Improved content hierarchy and navigation clarity for an enterprise audience by restructuring pages around user intent, key actions, and responsive behavior.

UI/UX Designer at Ventio | Wyoming, USA – Remote Full-Time Sept 2023 - Dec 2024

- Designed e-commerce websites, mobile app experiences, and SaaS products for the US market, translating requirements into user flows, wireframes, high-fidelity UI, and dev handoff.
- Designed a SaaS operations dashboard concept of YADOO, a POS System with 6 core modules, role-based flows, empty/error/loading states, and 100+ reusable Figma components through an Atomic Design System for faster product iteration.
- Built component libraries, responsive layouts, and documented interaction patterns to improve scalability and reduce PM-to-engineering ambiguity across product releases.
- Conducted user research, competitive analysis, and usability review across onboarding, product discovery, and checkout journeys.

Product Designer at EGY Ministry of Health / Assiut Hospital | Egypt - Contract Oct 2024 - Dec 2024

- Designed an internal hospital ERP system for pharmacy operations connecting multiple pharmacies through pricing, inventory visibility, invoicing, account permissions, and 10/30-day clickable reports.
- Defined 5 core modules: pricing interface, inventory dashboard, invoice management, account management, and reporting; designed to replace paper workflows and reduce manual calculation errors by up to 40%.

- Designed accessible workflows for pharmacists and admins, improving stock lookup, outgoing medication tracking, role-based access, and form clarity, targeted stock-search with time on task under 60 seconds.

User Experience Designer at Ferwod | Cairo, Egypt - Freelance

Jul 2024 - Sept 2024

- Designed product flows and mobile app improvements for contracting and civil engineering services, aligning PM, engineering, and UX requirements around operational clarity.
- Created iOS and Android flows structuring an arbitrage product flow into 3 key decision paths, improving feature clarity for users and reducing design-development ambiguity through annotated Figma handoff.

UI/UX Designer at EastBus | Cairo, Egypt - Freelance

May 2023 - Jul 2023

- Designed a mobile bus-booking experience from research to high-fidelity prototype, helping users access schedules, compare trips, and complete booking tasks more clearly.
- Conducted interviews with 6 participants and completed 2 rounds of user testing, contributing to a 27% NPS increase through better booking flow clarity and accessibility.
- Managed the project from concept to final delivery, utilizing the design thinking process to ensure a polished, user-centered and equity-focused product design, designed for accessibility

ADDITIONAL EXPERIENCE

Content Designer & Behavioral Analyst at Toca Boca | Stockholm, Sweden - Contract

Sept 2024 - Sept 2025

- Work directly with Toca Boca World as a creator-side game content consultant and UX researcher, translating audience behavior into stronger gameplay storytelling and feature discovery.
- Analyze comments, search behavior, watch patterns, retention signals, and fan demand to identify what makes young gaming audiences explore, understand, and stay connected to in-game content.
- Turn game updates, characters, packs, and IP collaborations into roleplay narratives that support product awareness, engagement, downloads, and premium in-game interest.

Content Strategist & YouTube Growth Manager

at Toca Mero / Toca Mona / Mero and Nana | Founder - Project Based Consultant

Jan 2022 - Present

- Built and managed gaming content systems across 4,700+ videos, 626M+ views, and 5M+ subscribers, through developed content strategies with experience in audience research, retention, titles, thumbnails, pacing, and content-market fit.
- Created and Scaled Mero & Mona World YouTube Channel from 0 to 100K subscribers in 10 months, reaching 150K+ subscribers, 440+ long-form videos, and 53M+ long-form views through repeatable storytelling and SEO systems achieving 1.1M+ monthly views, 250M+ lifetime impressions, 10.7% lifetime CTR, 3m52s average view duration.
- Collaborated with global gaming and entertainment partners including Toca Boca, OUTFIT7, VibeMe AI, Dr. Panda Town Tales, Avatar World, Spreadshop, and others to create audience-first branded storytelling.

SKILLS

Product Design: UX strategy, product thinking, user flows, information architecture, wireframing, prototyping, high-fidelity UI, Atomic design systems, responsive design, accessibility, usability testing, heuristic evaluation, end user research, Design For Accessibility, Visual Design Standards, Design Thinking, No-Code Web Development

Domains: SaaS, ERP, CRM, healthcare operations systems, e-commerce, fintech, native mobile apps, B2B/B2C products, gaming.

Tools: Figma, FigJam, Miro, Framer, Webflow, Adobe XD, Photoshop, Illustrator, Lightroom, Premiere Pro, YouTube Studio.

Collaboration: Agile workflows, stakeholder interviews, product documentation, prioritization, async communication, Monday, Slack.

EDUCATION & CERTIFICATIONS

Bachelor's Degree in Engineering | Al-Azhar Cairo University - Cairo, Egypt

Sept 2019 - Jun 2024

Google UX Design Specialization | Google, Online

Feb 2023 - Jul 2023

Career Foundry Product Design Program | Career Foundry

Feb 2025 - Sept 2025

IxDF User Experience Designer + AI | The Interaction Design Foundation

Aug 2024 - Feb 2025

Interface Design Specialization | Shift Nudge, Online

Apr 2023 - Aug 2023

Graphic Design Specialization | California Institute of the Arts, Online

Jan 2022 - Jun 2022

LANGUAGES

Arabic - Native | English – Native/Bilingual (C2) | Japanese - Beginner (A1)