

Fouad Mohammed

UX/UI & Product Design Lead

I'm a UX/UI & Product Design Lead with 14+ years shaping user-centered products across the Middle East. I blend design leadership, UX strategy, research, and data-informed optimization to turn complex requirements into clear, scalable digital ecosystems.

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Portfolio: fouadgomaa.com

EXPERIENCE

UX/UI Lead

Emirates Auction Group — Jun 2022 – Present

- Direct and mentor 10+ designers across 8+ digital platforms serving 15M+ users
- Redesigned post-win checkout journeys, boosting conversion by +30% (40% → 70%)
- Increased deposit conversion +20% and bid activation +15% via research, heatmaps and funnel analytics
- Architected a unified multi-platform design system across 8+ products

UX Lead

Unicom Group — Jun 2018 – Jun 2022

- Digitized paper-based public transactions across 10+ ministries, cutting processing from days to under 15 minutes
- Directed 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

Pentavalue — Jul 2016 – Jun 2018

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

Senior UX Designer

Tawasol IT — Nov 2014 – Jan 2016

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

Mid-Level UX Designer

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

SKILLS

Design Systems & Token Architecture
DesignOps & Handoff Optimization
Product Strategy & Feature Prioritization
UX Research & Data Analytics
Team Leadership & Mentorship
Usability Testing & Rapid Prototyping
Stakeholder & Cross-Functional Alignment
Motion Design & Micro-Interactions
Accessibility (WCAG 2.1 AA)
Information Architecture & Wireframing
UX Strategy & Problem Solving

TOOLS

Figma / Adobe XD / Miro / Sketch / Hotjar /
Smartlook / GA4 / Jira / Confluence / Trello / Notion
/ Azure DevOps

LANGUAGES

Arabic

Native

English

Professional

CERTIFICATIONS

NN/g UX Certified

ID: 1086296

Google UX Design Certificate

Interaction Design Foundation