

Omar ElMoghazy

Product Design Senior Manager

New Cairo, Cairo, Egypt

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Design leader with 10+ years of experience building and scaling B2C and B2B digital products. Proven success leading multi-product ecosystems, building design systems, mentoring teams and driving measurable business outcomes with product and engineering leaders. Strong cross-functional experience across the product lifecycle, from discovery and prioritization to sprint delivery, analytics, experimentation and launch. Combining deep UX expertise with working knowledge of frontend implementation and AI-enabled workflows to accelerate execution.

PROFESSIONAL EXPERIENCE

Product Design Senior Manager | Nawy | Cairo, Egypt (Feb 2025 - Present)

- Leading the Product Design function at Nawy as a player-coach, shaping product strategy and design direction across a multi-vertical real estate ecosystem across 12 products, while remaining hands-on with high-impact product experiences serving 500K+ monthly users.
- Leading and developing a team of 10 product designers through coaching, design critiques, mentorship, and hands-on guidance, while building a culture centered on critical thinking, craft excellence, ownership, and accountability.
- Defining cross-vertical UX and information architecture across Nawy's real estate ecosystem, balancing multiple business models and customer journeys to create a cohesive, scalable product experience.
- Building and governing Nawy's Design Systems, establishing scalable foundations, components, and ways of working that are improving consistency, design quality, and delivery speed across Design and Engineering.
- Applying Mixpanel data, UX research, prototyping, and product strategy to identify customer and business opportunities, validate solutions, and drive data-informed product decisions.
- Integrating AI-assisted design and development workflows, using coding agents, generative AI, and rapid prototyping to accelerate ideation, validate concepts, and explore technical feasibility.

- Establishing design processes, quality standards, and cross-functional collaboration models that align Product, Design, Engineering, and business stakeholders across complex B2C and B2B products across Web, iOS, and Android, while balancing customer needs, commercial objectives, technical constraints, and delivery priorities.

Freelance Product Designer and Consultant | Self-Employed | Cairo, Egypt (2015 - Present)

- Leading product design and UX consulting engagements across Egypt, the GCC, and regional markets, collaborating with distributed teams, founders, and stakeholders across multiple time zones.
- Partnering with startups and growth-stage companies to shape product strategy, conduct user research, prototype solutions, optimize user experiences, and drive end-to-end product execution.
- Helping businesses validate product ideas, identify UX opportunities, improve critical customer journeys, and launch scalable digital products aligned with user and business needs.

Lead Product Designer and Manager | Subsbase | Cairo, Egypt (Apr 2024 - Feb 2025)

Senior Product Designer | Subsbase | Cairo, Egypt (Sep 2022 - Feb 2025)

- Led end-to-end product strategy and experience for a subscription e-commerce and recurring payments platform, from discovery through launch.
- Owned product roadmap planning and prioritization across merchant tools, order management systems, and checkout experiences, balancing customer needs with business objectives.
- Drove product discovery through customer feedback, market analysis, user research, and cross-functional collaboration to identify and validate high-impact opportunities.
- Defined scalable product requirements, operating processes, and systems that improved delivery efficiency, product consistency, and cross-functional execution.
- Aligned Product, Engineering, Operations, and Commercial stakeholders around product strategy, priorities, and growth objectives.

Earlier Design Roles | Anspire | Soomline | Limelite (June 2015 - Sep 2022)

- Progressed through Graphic Design, Brand, UI/UX, and senior creative roles across agencies and remote environments.

EDUCATION

Google Careers

Project Management Professional Certificate (2023)

The British University in Egypt

Bachelor's Degree (2017)

CERTIFICATIONS

The Interaction Design Foundation

- Design for Thought and Emotion (2024)
 - AI for Designers (2024)
 - Journey Mapping (2023)
 - Perception and Memory in HCI and UX (2023)
 - Design Thinking: The Ultimate Guide (2023)
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CORE COMPETENCIES

Product Strategy | Product Management | Product Design | UX Strategy & Research | Problem Solving | Design Systems | Prototyping | Interaction Design | Information Architecture | Stakeholder Management | Cross-Functional Collaboration | API & Systems Thinking | AI-Assisted Prototyping & Product Building | Data-Informed Decision Making

TOOLS AND PLATFORMS

- Figma, FigJam, Miro, Sketch
- Claude Code, Lovable, V0 and Stitch
- Mixpanel, Jira, Notion, ClickUp
- Microsoft Office Suite, Keynote
- **Arabic**, Native | **English**, Professional Proficiency (IELTS 7.5)