



Moha Abdah

Product Designer / Product Owner

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SUMMARY

My career progression from Senior Graphic Designer to UX/UI Designer, and now Product Designer, reflects a continuous deepening of product thinking. I leverage strong design expertise, user empathy, and Agile practices to translate business objectives into a clear product vision and high-value product increments.

EXPERIENCE

Click-UX

Freelance . Paris, France

Product Designer

Nov 2023 - Present

- **Agile Product Owner for AXA Assurance**, responsible for product vision, roadmap, and backlog management within Scrum environments.
- Led discovery workshops, journey optimization, and value-driven delivery for digital products (including AXA Help, an AI support solution).
- **Proxy Product Owner for RJP-JG (2023–2024)**: translated business and user needs into user stories and acceptance criteria.
- Improved e-procurement performance: +20% transaction efficiency, –30% search time, –15% cart abandonment.
- Actively participated in Agile ceremonies to ensure continuous delivery of high-value increments.

Consensys

Freelance . Paris, France

Proxy Product Owner/ Senior UX-UI Designer

Apr 2022 - Nov 2022

- Served as Proxy Product Owner on an Agile POC project.
- Acted as the interface between stakeholders and delivery teams.
- Defined product requirements, MVP scope, and priorities through workshops and user research.
- Contributed to iterative delivery, usability validation, and scalable product foundations.

Oasis Network

Freelance . Paris, France

Head of Design

Jan 2021 - March 2022

- Led product and UX strategy for Web3, DeFi, GameFi, and NFT platforms.
- Defined product vision, roadmap, and functional priorities with founders and technical teams.
- Managed and prioritized backlogs in Agile environments.
- Led and mentored a design team.
- Conducted market and user research, resulting in a 40% increase in user engagement.

SKILLS

Figma

Adobe Creative Suite

Product Ownership

Agile / Scrum Methodologies

Product Vision & Roadmapping

Backlog Management

Jira, Confluence

UX / UI Design

User Research

Wireframing

Stakeholder Collaboration

LANGUAGES

English : Fluent

French : Pro

German Niveau A1

EDUCATION

Master / Product,Project Management

Doranco Multimedia/ Paris

Diplôme / Graphic Design

ACADÉMIE D'ART,Dubai

Professional Scrum Product Owner

Scrum.Org/ Paris

Professional Scrum Master

Scrum.Org/ Paris

Tappco

Freelance . Paris, France

Product Designer

Mar 2020 - Jan 2021

- Contributed to product vision and roadmap definition.
- Gathered and translated business and user needs into clear product features.
- Conducted user research to validate hypotheses and guide product decisions.
- Defined MVP scope, user journeys, and functional requirements.
- Supported backlog prioritization and value delivery in Agile teams.

Atos

Contract . Paris, France

Senior Visual / UX-UI Designer

May 2016 - Jan 2020

- Led modernization of Atos' visual identity and creation of a comprehensive brand guideline.
- Managed graphic design requests and ensured brand consistency.
- B2B "France x Time to Meet" project: led an 8-month strategic initiative, UI design, and cross-functional collaboration.
- SNCF Immobilier "Visiair" project: designed a virtual tour web application, including wireframes, prototypes, and user testing.

Ogilvy & Mather

Contract . Dubai, United Arab Emirates

Senior Graphic Designer

Apr 2009 - Apr 2016

- Designed high-impact advertising campaigns.
- Worked with international brands including Coca-Cola, Dove, Fanta, and Etisalat.
- Ensured brand consistency across global markets.
- Contributed creatively to TV concepts and storyboards.