Mohamed Arafa

Head of UX & Product Design | 17+ Years of Experience

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DEAR SIRS & MADAMS

I am writing to express my interest in joining your esteemed organization. With over 17 years of experience in UX/UI design and leadership across diverse industries such as security, technology, e-commerce, SaaS, automotive, publishing, government, marketing, logistics, Infrastructure, entertainment, education, and auction. I bring a proven track record of delivering innovative, user-centered design solutions that align with business objectives.

In my current role as Head of UX & Product Design at Mazadat, I have successfully led a cross-functional team to deliver impactful web and mobile applications, increasing user engagement by 35%.
My approach blends user research, competitive analysis, and iterative testing to craft seamless, scalable designs. Additionally, I established a comprehensive design system that reduced development time and ensured consistency across products.

Previously, at TEAM4 Security, I led the redesign of security applications, achieving a 20% reduction in user errors while mentoring junior designers to enhance their skills and foster a high-performing team culture. Throughout my career, I have focused on optimizing workflows, implementing strategic design systems, and aligning UX strategies with broader business goals.

Highlights of my expertise include:
• Conducting user research and usability testing to inform data-driven design decisions.
• Designing and implementing scalable design systems and reusable UI components.
• Managing UX budgets and ensuring efficient resource allocation.
• Collaborating with stakeholders to translate complex requirements into intuitive user journeys.

I am deeply passionate about creating user-centric solutions and building teams that thrive on collaboration, creativity, and measurable results. I believe my experience and skills would enable me to contribute effectively to your organization's vision and goals.

Thank you for considering my application. I look forward to the opportunity to discuss how my expertise aligns with your team's needs.

Best regards,
Mohamed Arafa