



# Mohamed Arafa

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

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- <https://www.behance.net/CreativeWebDesigner>
- <https://themeforest.net/user/creative-wp>
- <https://elements.envato.com/user/creative-wp>

## Professional Summary

Experienced UX & Product Design Manager with a proven track record in crafting user-centric solutions across industries like security, technology, e-commerce, SaaS, automotive, publishing, government, marketing, logistics, infrastructure, entertainment, education, and auction. Skilled in UX strategy, research, and design thinking, leveraging data to enhance usability and user satisfaction. Adept at leading cross-functional teams, mentoring designers, and building scalable design systems. Strong in stakeholder communication, agile methodologies, and driving business impact through design.

## Experiences



### Mazadat – Head of UX & Product Design

Cairo, Egypt | Nov 2021 – Present

- Led and mentored a high-performance UX team, fostering professional growth.
- Drove UX strategy for web and mobile, boosting customer satisfaction by 25%.
- Improved user engagement by 35% through user-centered design.
- Built a scalable design system, streamlining UI components.
- Conducted user research to drive impactful, data-informed decisions.



### TEAM4 Security – Head of UX & Product Design

Cairo, Egypt | Sep 2019 – Oct 2021



### Envato – Elite Author

Remote | Mar 2013 – Present



### Magints – UX & Product Design Lead

Cairo, Egypt | Feb 2017 – Dec 2017



### Abou Ghaly Motors – UX & Product Design Lead

Cairo, Egypt | Jan 2016 – Jan 2017



### Hindawi Publishing Corporation – Senior UX & Product Designer

Cairo, Egypt | Aug 2014 – Dec 2015



### Hindawi Foundation – Senior Product Designer

Cairo, Egypt | Nov 2013 – Jul 2014



### Doctoruna – Senior Web Designer

Remote | Jan 2014 – Jun 2014



### IT Value – Senior Web Designer

Cairo, Egypt | Jun 2012 – Jun 2013



### Spot Layer Foundation – Senior Web Designer

Cairo, Egypt | Jun 2011 – Jun 2012



### Fekra Soft – Junior Web Designer

Cairo, Egypt | Jan 2009 – May 2011

## Education

### Faculty of Commerce

Bachelor's Degree | 2002 – 2006

## Skills

### Design & Prototyping

- Design System
- Photoshop
- Figma
- Illustrator
- Adobe XD
- InDesign

### Research & Usability Testing

- User Research
- Competitive Analysis
- Usability Testing
- Accessibility
- A/B Testing
- Value Proposition
- HotJar
- Clarity
- FigJam
- Miro
- Whimsical
- Empathy Mapping

### Management

- Strategic Thinking
- KPIs & OKRs
- Stakeholder Communication
- Data-Driven Decision Making

### Leadership

- Team Building
- Mentorship
- Cross-functional Collaboration
- Agile Methodology

### Programming

- HTML5
- Responsive
- CSS3
- Elementor
- Bootstrap
- jQuery

## Licenses & Certifications

- Product Discovery at [Uxcel](#)
- UX Design Leadership at [Uxcel](#)
- Using AI Tools for UX Design at [LinkedIn](#)
- Graphic Design & Advertising at [G.Academy](#)
- User Experience Workshop at [Hindawi](#)
- Web Design at [KIT Academy](#)

## Languages

- Arabic **Native**
- English **Intermediate**