



Mohamed Arafa

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

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Professional Summary

Experienced Head of UX & Product Design 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

GS1 Egypt – Head of UX & Product Design
Cairo, Egypt | April 2025 – Present

- Leading the digital transformation of UX across national and regional products.
- Defining and executing company-wide UX strategy aligned with long-term business vision.
- Building, mentoring, and scaling a cross-functional design team to drive innovation.
- Establishing a unified design system as a core asset for efficiency and brand consistency.
- Partnering with executive leadership & stakeholders to shape product strategy & roadmap.
- Championing user advocacy through research-driven insights to influence decision-making at scale.

Adree – Design System Consultant
Riyadh, KSA | May 2024 – May 2025

Mazadat – Head of UX & Product Design
Cairo, Egypt | Nov 2021 – Mar 2025

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 2021

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**