

Mohamed Arafa

Head of Design | 18+ Years of Experience

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Envato: <https://themeforest.net/user/creative-wp>

Elements: <https://elements.envato.com/user/creative-wp>

Professional Summary

Experienced Head of Design, 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 Design

Cairo, Egypt | Full Time | April 2025 – Present

- Define and drive design vision and strategy across products and platforms
- Align design initiatives with business goals and growth
- Build design culture, processes, standards, and best practices
- Translate business needs into impactful, user-centered solutions
- Drive measurable outcomes across conversion, usability, and adoption
- Partner with Product, Engineering, and Leadership on product direction
- Lead design systems strategy, evolution, and adoption
- Mentor and develop designers to build high-performing teams

Achievements

- Led successful global events, campaigns, and video initiatives, strengthening GS1's digital presence
- Defined cohesive brand identities across GS1 Egypt and 3 key digital products
- Unified 4 digital products through a scalable Design System and shared UX/UI language
- Established Design System governance, team KPIs, and OKRs to scale design quality and performance
- Led user research initiatives to drive data-informed product decisions



Adree • Design System Consultant

Riyadh, KSA | Part Time | May 2024 – May 2025

- Define and implement scalable Design Systems across products and platforms
- Establish design components, tokens, accessibility guidelines, and documentation
- Audit interfaces to identify inconsistencies and reusable patterns
- Collaborate with Product, Design, and Engineering to drive adoption and design-to-code consistency

Achievements

- Built and implemented a cross-platform Design System from scratch using Figma Variables and Design Tokens
- Standardized reusable UI components and design patterns across web and mobile products



Mazadat • Head of UX & Product Design

Cairo, Egypt | Full Time | Nov 2021 – Mar 2025

- Built and led a high-performing UX team through recruitment, mentoring, and career development
- Led UX and product design across web and mobile platforms
- Aligned UX strategy with business and product goals
- Established reusable Design Systems and streamlined design workflows
- Partnered with Product and Engineering across research, strategy, and delivery

Achievements

- Designed and launched web and mobile products serving 1M+ users
- Successfully delivered a scalable Back Office platform with integrated customer engagement capabilities
- Established Design System governance, team KPIs, and OKRs to scale design quality and performance
- Successfully established an Agile workflow across company teams, improving cross-functional collaboration and delivery

Skills

Design & Prototyping

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

Research & Usability Testing

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

Management

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

Leadership

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

Programming

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

Licenses & Certifications

- Product Discovery at [Uxcel](#)
- Product Management for Designers at [Uxcel](#)
- Leading and Managing Successful UX Teams at [LinkedIn](#)
- Customer Experience (CX) for Business Success at [HP](#)
- 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](#)



TEAM4 Security • Head of UX & Product Design

Cairo, Egypt | Full Time | Sep 2019 – Oct 2021

- Led end-to-end product design from research and personas to prototyping and testing
- Aligned UX strategy with business goals and stakeholder needs
- Built reusable Design Systems and improved design-to-development workflows
- Partnered with Product and Engineering to deliver secure digital products

Achievements

- Designed and launched 8+ web and mobile complex security products across Team4, Guard, Residence, Security, and Facility
- Built a scalable Design System and cohesive branding across multiple product ecosystems
- Reduced user errors by 40% through UX improvements and iterative usability testing
- Established continuous user testing and client feedback cycles to improve product experiences



Envato • Elite Author

Worldwide | Remote | Mar 2013 – Present

- Collaborated with global WordPress, Joomla, Drupal, and Muse teams on web solutions
- Designed wireframes and responsive interfaces focused on usability and user flow
- Converted PSDs to responsive HTML5/CSS3/jQuery websites and optimized performance

Achievements

- Sold 14K+ digital products across WordPress, Shopify, Prestashop, Joomla, Magento, Muse, HTML5, and UI Templates
- Served a global customer base and collaborated with agencies worldwide, gaining strong cross-market design expertise
- Built extensive experience across diverse industries, platforms, and design requirements
- Developed a deep understanding of global UX trends, customer expectations, and digital product standards



Magints • UX & Product Design Lead

Cairo, Egypt | Full Time | Feb 2017 – Dec 2017

- Led end-to-end UX design from research and wireframing to prototyping and testing
- Mentored designers and aligned cross-functional teams with business goals
- Used competitive analysis and user testing to improve usability and engagement

Achievements

- Define and drive design vision and strategy across products and platforms
- Built a scalable Design System for Abu Ghaly Motors digital products
- Developed the company-wide brand identity and digital brand experience
- Designed a mobile after-sales platform for vehicle and lubricant services
- Led the design of a large-scale London Cab Taxi mobile application
- Designed and delivered responsive websites across the company's digital ecosystem



Abou Ghaly Motors • UX & Product Design Lead

Cairo, Egypt | Full Time | Jan 2016 – Jan 2017

- Led UX and product design across web and mobile platforms
- Conducted user research, usability testing, and competitive analysis
- Defined personas and user journeys to align product experiences with business goals

Achievements

- Designed digital experiences across automotive sales, services, and customer journeys (Sixt, London Cab Taxi, KTM, Lemozeenak, Petronas, Subaru, RAM, Jeep)
- Led successful global events, campaigns, and video initiatives, strengthening Company's digital presence
- Improved user engagement by 20% through research-driven UX improvements (London Cab Taxi)



Hindawi Publishing • Senior Product Design

Cairo, Egypt | Full Time | Aug 2014 – Dec 2015



Doctoruna • Senior Web Designer

Dubai, UAE | Part Time | Jan 2014 – Jun 2014



Spot Layer Foundation • Senior Web Designer

Cairo, Egypt | Full Time | Jun 2011 – Jun 2012



Hindawi Foundation • Senior Product Design

Cairo, Egypt | Full Time | Nov 2013 – Jul 2014



IT Value • Senior Web Designer

Cairo, Egypt | Full Time | Jun 2012 – Jun 2013



Fekra Soft • Junior Web Designer

Cairo, Egypt | Full Time | Jan 2009 – May 2011

Strategic Leader

UX Product Leadership

I take pride in fostering a collaborative environment where creativity thrives. By guiding cross-functional teams, I ensure that every voice is heard and that our design solutions are both innovative and grounded in user research. My leadership style emphasizes mentorship, encouraging team members to grow their skills and think critically about design challenges.

Design Management Excellence

Managing large-scale projects requires not only technical expertise but also strategic vision. I excel in defining project scopes, establishing clear timelines, and setting achievable goals. My approach includes utilizing Agile methodologies to adapt to changes quickly and efficiently, ensuring that we meet deadlines without compromising quality.

Explore the essence of my work—numbers that highlight our passion for innovation, commitment to quality, and measurable success. These stats reveal the tangible impact of our designs and the trust we've built with our clients.

14000+

Satisfied Clients

18+

Years of experiences

220+

Launched Projects

25+

Clients Locations

14+

Industries