

Mohamed Motassem

Senior Product Designer

m.motassem@gmail.com | +905 444 111 360

linkedin.com/in/mmotassem

www.motassem.info

I am an accomplished Senior Product Designer known for my dynamic teamwork and exceptional design acumen. From the outset of my career, I thrived in senior roles, building a robust track record. My portfolio boasts the successful execution of over 60 projects, serving a diverse clientele that includes global giants like Microsoft, Renault, Orange, and Pfizer, leaving an indelible mark with my design expertise. I am also known for my meticulous attention to detail, ensuring designs conform to standards and corporate identities. What sets me apart is my flexibility to manage multiple projects concurrently while upholding unwavering design standards and art quality. As a leader, I have guided UI teams from concept to delivery, drawing on my deep understanding of mobile platforms (iOS, Android), SPAs, digital tools, and industry trends, accrued over 12+ years. My collaborative nature enables me to effectively convey ideas to engineers, strategists, product managers, and executives through visual design. Now, I am on a quest to discover a new opportunity where I can leverage my skills to create transformative impact.

Professional Experience

• Senior Product Designer

@ **Al-Jazeera Media Network** - Feb 2019 - Present

- My key responsibilities revolve around creating intuitive, user-friendly interfaces empowering editorial stakeholders to efficiently manage and publish content. I am dedicated to crafting visually compelling designs that enhance the overall user experience while ensuring brand consistency and adherence to design guidelines. My primary focus is on increasing website user engagement to drive positive results.
- Collaborating with product managers and stakeholders to define feature requirements and prioritize them based on user value and business goals.
- Collaborate with other leads on improving and implementing design process.
- Collaborating closely with engineers during the implementation phase to ensure the integrity of the designed features.
- Collaborated with another designer to create and continuously evolve the design system to maintain design consistency and efficiency across **6 news websites**.
- Conducting regular audits and updates to ensure the design system remains up-to-date and aligned with industry standards.
- Advocating for the design system and its benefits to stakeholders and encouraging its usage throughout the organization.

• UI Design Lead

@ **webkeyz** - Dec 2016 - Dec 2018

- Provide mentorship, guidance, and feedback to the UI design team to foster individual growth and enhance collective design skills.
- Oversee the UI design process for multiple projects simultaneously, ensuring adherence to timelines, scope, and quality standards.
- Collaborate closely with project managers, UX designers, and other stakeholders to understand project requirements and goals.
- Allocate resources effectively, considering team members' expertise and workloads.
- Drive the enhancement of design processes, methodologies, and tools to optimize efficiency and quality.
- Encourage a culture of learning and growth within the UI design team and foster an atmosphere of innovation.

Mediums

Web Apps - Mobile Apps - Web Portals -
Presentations - Landing Pages - App Branding
-Marketing Automation

Design Skills

Sketching - Wire-framing - Grid Systems - Color
Theory - Typography - Iconography - Photography
- Eye for Details

Design Tools

Sketch - Figma - Photoshop - Illustrator - Indesign
- Adobe XD - Affinity Designer - Lightroom -
Axure - Invision - Keynote - Pages

Languages

English (fluent) - Arabic (mother tongue)

Education

BSc in Management Information Systems (MIS)
2005

• Senior UI/UX Designer

@ **Webkeyz** - Oct 2013 - Dec 2016

- Develop user journeys, wireframes, and prototypes to illustrate user interactions and workflows. Create intuitive and seamless user experiences that prioritize usability, accessibility, and conversion rates.
- Work closely with clients to understand their requirements, gather feedback, and present design concepts and solutions. Communicate design rationale effectively, addressing any concerns and maintaining a positive client relationship throughout the project lifecycle.
- Participate in brainstorming sessions and design critiques with the team to explore innovative ideas and iterate on designs for continuous improvement.
- Created company profile and other proposals in PDF file format. also designed company logo, brochure, letterheads and business cards.
- Create interactive prototypes to test and validate design concepts with users. Conduct usability testing and analyze results to identify areas for improvement and optimize user experiences
- Working closely with UX team, development and testing teams to ensure successful project deliveries.
- Assisting marketing and communications manager with creative concept and collaterals.
- Collaborate with the development team to ensure the design vision is accurately implemented, and the final product meets design specifications and quality standards.

• Senior Graphics Designer

@ **ZAD Solutions** - Aug 2012 - Sep 2013

- Designed user-friendly and user-centric web interfaces, layouts, web icons and graphic images using Photoshop, Illustrator, while providing a visually creative solution which improved the web application sites usability for end-users to use the site efficiently.
- Assisting Marketing and Communications Manager with creative concept and collaterals.

• Co-Founder

@ **WeCanCam** - May 2010 - Apr 2012

A Photography agency that offers services like stock photos, prints, photobooks, and photo sessions.

- Published a photobook about the Egyptian revolution that took “best seller photobook” in Virgin megastore and two of the most famous bookstores in egypt

• Senior Web Designer

@ **20at** عشرينات - May 2006 -Apr 2010

- Managed the production of youth news portal within tight deadlines.
- Coordinated between 6 editors and developers.
- Designed several layouts and draft designs.
- Articles technical support in quality control.
- Worked as Art Director and Designer for monthly booklet magazine.

• Web Designer

@ **Media International** - Aug 2004 - Apr 2006

- Contributed in designing and implementing “islamonline.net”.
- Designed many banners, Headers, several layouts and draft designs.
- Articles technical support in quality control.

Stats

Clients served

Total Number: 68

Countries: 6 (USA, UK, Poland, UAE, Qatar, Egypt)

Teams led

Max members: 7

Structure: on-site & remote






Top quotes of all times



“Any product that needs a manual to work is broken”
“Good Design is Obvious, Great Design is Transparent”

Best Color

There's no bad or good color, it's how you utilize it.

Key Projects Synopsis

	<p>Al Jazeera media Network (Web App/Design system)</p> <p>Al Jazeera Media Network is a global news organization based in Qatar, known for its television and online news channels, with a focus on international coverage and editorial independence.</p> <p>Role in project:</p> <ul style="list-style-type: none">- Created and continuously evolve the design system to maintain design consistency and efficiency across 6 news websites.- Creating intuitive, user-friendly interfaces empowering editorial stakeholders to efficiently manage and publish content.- I am dedicated to crafting visually compelling designs that enhance the overall user experience while ensuring brand consistency and adherence to design guidelines. My primary focus is on increasing website user engagement to drive positive results.
	<p>Pfizer: Appvizor (Mobile App)</p> <p>A mobile knowledge base and communication tool for doctors across 9 countries. Pfizer aimed towards utilizing technology to serve doctors. To achieve such goal, an intuitive experience had to be crafted to suit non-savvy doctors.</p> <p>Role in project:</p> <ul style="list-style-type: none">- Research: Gathered doctor insights on info access and communication preferences.- Ideation: Brainstormed features, prioritized for user impact.- IA & Wireframes: Designed logical content organization and basic layouts.- User Flows: Mapped user journeys for efficient app navigation.- UI Design: Created clean UI with recognizable icons and legible typography.- Testing & Iteration: Usability tests refined design based on user feedback.- Onboarding: Designed intuitive onboarding for tech-newbie doctors.- Dev & Testing: Collaborated with devs, tested extensively across devices.- Launch & Feedback: Monitored user engagement, collected post-launch insights.
	<p>Microsoft: LUIS (Web app)</p> <p>(Language Understanding Intelligent Service): A Natural Language Processing application that helps developers build a machine learning model/bot without writing code.</p> <p>Role in project:</p> <ul style="list-style-type: none">- Wireframes Analysis: Studied wireframes for user flow and interactions.- Brand Integration: Applied Microsoft's guidelines for consistent design.- Cognitive Services: Incorporated real-time translation and language recognition seamlessly.- High-End Design: Crafted detailed, modern, and responsive designs.- Localization: Balanced cultural preferences for U.S., China, and Cairo users.- Defending the design with all Microsoft teams involved in the project: U.S team, China team, and Cairo team
	<p>Orange R&D: SMW (E-Gov platform)</p> <p>An Egyptian governmental platform that helps farmers, outlet agents and ministry of agriculture in selling fertilization and buying crops process.</p> <p>Role in project:</p> <ul style="list-style-type: none">- Created the identity for the new project.- Worked closely with UX team to deliver design concept.- Translated the wireframes into detailed and finalized High-end designs following Microsoft brand guidelines and Cognitive Services guideline.
	<p>Renault: Makolab (Finance Calculator web app)</p> <p>Vehicle repayment calculator helps you calculate the monthly repayments you'd have to make for a given vehicle loan and loan terms.</p> <p>Role in project:</p> <ul style="list-style-type: none">- sketching over 5 different concepts as an options to the client.- Converting the creative sketched idea to a beautiful visual design concept.

	<p>TE Data: Egyptian internet Provider (Website)</p> <p>TE Data S.A.E. is an Internet service provider in Egypt, established in 2001 by Telecom Egypt to act as its data communications and Internet arm. TE Data has 65% of the market share and controls over 70% of the internet bandwidth in Egypt.</p> <p>Role in project:</p> <ul style="list-style-type: none"> - Translated the wireframes into detailed and finalized High-end designs following Microsoft brand guidelines and Cognitive Services guideline. - Creating a look & feel using corporate branding guidelines.
	<p>Trendak (Web App & On Prem)</p> <p>Data mining & analysis platform for social media.</p> <p>Role in project:</p> <ul style="list-style-type: none"> - Translated the wireframes into detailed and finalized High-end designs. - Managed UI design activities from concept to delivery - Worked closely with UX team to deliver design concept - Designed mobile app screens and components - Created concept and the guidelines for the web experience - Monitored and managed other designers designing rest of web experience and making sure the designs are aligned with UX requests

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