

# Mahmoud Ahmed

## Lead Product Designer

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### SUMMARY

Lead Product Designer with 6+ years building high-impact products across fintech, event tech, SaaS, and proptech. I lead design functions end-to-end: setting strategy, managing and mentoring designers, establishing design systems at scale, and connecting UX decisions to measurable business outcomes. I have owned the complete design lifecycle for award-winning consumer apps (Best Event Mobile App 2025) and led system transformations that cut brand-switching from 8-12 weeks to 3-5 days. I bring a strong engineering background, deep expertise in token architecture and component libraries, and an AI-augmented workflow (Claude Code + Figma MCP) that accelerates delivery across teams.

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### EXPERIENCE

#### Senior Product Designer **Property Finder**

Mar 2026 - May 2026 | Dubai, UAE

*PropTech / Real Estate, Design Systems, Token Architecture, AI Tooling*

- Established design system foundations across 6 product lines, including token architecture, component anatomy, naming conventions, and documentation, within a 2-month engagement
- Defined component structure guidelines and shared anatomy/naming frameworks, creating a governance baseline for multiple product teams
- Facilitated a naming convention workshop, aligning design and engineering leads, reducing handoff friction from day one
- Authored comprehensive design system documentation, accelerating onboarding and reducing design-to-development ambiguity
- Used Claude Code and Figma MCP to build agentic prototyping and design validation workflows, reducing manual iteration cycles

#### Design Lead / Senior Product Designer **Blink Tech LLC**

Dec 2023 - Apr 2026 | Falls Church, VA (Remote)

*Event Technology, Consumer Mobile App, White-label, Growth Design, Design Operations, People Management*

- Led the design function across 5 product lines, managing and mentoring a team of designers through structured 1:1s, peer learning sessions, and a 3-month internship curriculum
- Shipped the award-winning SXSW London app (Best Event Mobile App 2025) end-to-end, managing the full design lifecycle from research through post-launch analytics for 24,000+ active users per event day, achieving 71.3% session conversion
- Achieved 98% design system adoption across two product teams within one quarter by establishing scalable design tokens, component libraries, documentation, and a governance model
- Reduced brand-switching time from 8-12 weeks to 3-5 days by leading a design system transformation enabling rapid white-label configuration
- Designed and ran A/B experiments on onboarding and conversion flows, iterating on quantitative and qualitative findings to improve paid plan activation
- Built a capacity monitoring process across all product lines, improving delivery consistency and reducing designer overload

#### Product Designer **Banque Misr**

Jun 2022 - Dec 2023 | Cairo, Egypt

*Fintech / Banking, B2B UX, Enterprise Design, Cashless Payments, Research Synthesis, Accessibility (WCAG)*

- Designed enterprise billing and payment flows for B2B corporate clients, navigating multi-stakeholder approval workflows and complex admin requirements for a 24+ merchant segment
- Uncovered critical pain points across 7 usability testing rounds over 6 quarters through affinity mapping, journey analysis, and behavioural studies
- Maintained the enterprise design system component library across 4 product tribes, ensuring consistency and scalability across all banking interfaces

## Product Designer **Academi**

Nov 2021 - Jul 2022 | Riyadh, Saudi Arabia (Remote)

*EdTech / E-learning, Learning Experience Design, Mobile UX, Onboarding, Conversion Optimisation*

- Increased course completion rates by redesigning the enrolment experience through journey mapping, task-flow analysis, and conversion optimisation
- Reduced user drop-off through improved information architecture and streamlined onboarding workflows

## UX Designer **Izam**

Mar 2021 - Dec 2021 | Giza, Egypt

*SaaS / ERP & E-commerce, Conversion Rate Optimisation, Growth Design, Landing Page Design*

- Designed and ran A/B experiments on the Tanqeeb onboarding flow, achieving a measurable lift in sign-up conversion rate
- Redesigned Daftra's pricing surface and upgraded CTA placement using pricing psychology principles, improving plan-page-to-subscription conversion and reducing buyer friction

## Graphic & UI/UX Designer **LemonAI LLC**

May 2020 - Mar 2021 | Cairo, Egypt

*Advertising & Digital Marketing, Brand Identity, Visual Design, Campaign Design*

- Delivered brand and product design across MENA clients, reducing campaign delivery time by 75% through standardised design processes

## SKILLS & TOOLS

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**Leadership:** Design team management, mentoring, design operations, capacity planning, internship programmes, cross-functional alignment

**Design:** Design Systems, Design Tokens, User Research, Usability Testing, Interaction Design, Information Architecture, Journey Mapping, A/B Testing, Prototyping

**Tools:** Figma, Adobe XD, Sketch, Analytics, WCAG / Accessibility, Agile / Scrum, Design Handoff

**AI & Automation:** Claude Code (agentic workflows, design system tooling), Figma MCP, JavaScript / HTML (Figma plugin development)

**Specialisations:** B2B / B2C Product Design, Fintech & Banking, Mobile & Web, Component Libraries, Conversion Optimisation, Growth Design, PLG, Paywall & Upgrade Flows, Pricing UX, SaaS Monetisation

## KEY ACHIEVEMENTS

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- Team leadership: Built and managed a multi-designer team across 5 product lines, including an onboarding programme, structured 1:1s, and a peer learning culture
- Award-winning product: Best Event Mobile App 2025 (SXSW London), serving 24,000+ active users per event day with full design ownership
- Design system excellence: 98% adoption across product teams within one quarter, with full token architecture and documentation
- Brand agility: White-label switching time reduced from 8-12 weeks to 3-5 days through token-based design architecture
- Figma plugin authorship: Built and shipped 3 production plugins (ContentFillr, LayoutLab, File Organizer), extending design workflow capabilities
- Research depth: Critical pain points identified across 7 usability testing rounds over 6 quarters at Banque Misr

## EDUCATION

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**Bachelor of Computer Engineering** | Ain Shams University, Cairo, Egypt | 2015-2021

Professional Development: UX Design Process (Google), Foundations of UX Design (Google), UX Design Complete Fundamentals (Udemy)