Mahmoud Ali · UI/UX & Product Designer

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PROFESSIONAL SUMMARY

UI/UX Designer with 5+ years delivering user-centered digital products across mobile, web, and enterprise platforms. Track record of building scalable design systems, running end-to-end user research, and shipping high-fidelity prototypes that directly impact engagement and business outcomes. Experienced in Saudi government platforms built on **DGA (Digital Government Authority) design standards**, e-learning, SaaS, and marketing — with deep fluency in Figma and AI-powered design workflows.

PROFESSIONAL EXPERIENCE

Elm · Product Designer · Sep 2026 – Present

Nusuk Platforms, Ministry of Hajj & Umrah · Outsourced (Saudi Arabia)

- Design Arabic-first (RTL) enterprise dashboards for Nusuk Masar and Nusuk Imtithal in line with the **Saudi Digital Government Authority (DGA) design standards**, serving Umrah companies and Ministry of Hajj & Umrah staff.
- Own end-to-end UX for core ministry workflows, turning business requirements into complete, high-fidelity flows for permissions, service providers, geographic setup and pilgrim movement tracking.
- Drive adoption of the **DGA-based Nusuk Masar design system** (Platforms Code), standardizing tables, typography and components for a consistent, accessible Arabic-first experience.
- Partner with business analysts, product owners and developers to ensure every flow meets **DGA national design and accessibility standards**.

NTG Clarity · Product Designer · Oct 2025 – Present

Software Solutions Provider · Onsite, Cairo

- Built a scalable design system with 80+ components, cutting UI inconsistencies across 15 products by 60%.
- Conducted user research to understand needs and improve product decisions across the product portfolio.
- Collaborated with teams to ensure consistent, high-quality user experiences.

Lamsa · Product Designer · Oct 2024 – Oct 2025

E-Learning Agency · Remote (UAE)

- Designed end-to-end flows for a children's learning app with 10,000,000+ active users.
- Shipped 3 AI-powered features boosting session engagement by 28%.
- Contributed 60+ components to a shared design system, cutting handoff time by 40%.

G-Global · UI/UX Designer · Jan 2024 – Oct 2024

Marketing Agency · Onsite, Cairo

- Delivered 10+ apps and websites across industries with 95%+ implementation accuracy.
- Raised usability scores by 22% through heuristic evaluations and iterative testing on 4 products.
- Produced brand-aligned assets contribute to a 15% lift in client conversion rates.

Nile Preneurs – Nile University · Product Designer · Nov 2023 – Jan 2024

Hybrid, Cairo

- Ran a card-sorting study with 15+ students, directly restructuring the product's information architecture.
- Delivered 2 scalable design frameworks adopted across 3 internal research projects.

Orange Digital Center · Product Designer Intern · Jun 2023 – Sep 2023

Hybrid, Cairo

- Analyzed 8 market competitors, producing insights that shaped 3 key UX decisions.
- Built and tested 2 prototypes with 20+ users, translating feedback into the final design direction.

SKILLS

UX & Research

User Research · Usability Testing · Heuristic Evaluation · Card Sorting · User Flows · Wireframing · Prototyping · Design Thinking · Information Architecture

UI & Visual Design

Interaction Design · Visual Design · Typography · Design Systems · Responsive Design · Mobile & Web · Accessibility (WCAG) · RTL / Arabic-first Interfaces · DGA Design Standards (Platforms Code) · Government Digital Services

Tools & Technology

Figma · Adobe Photoshop · Illustrator · InVision · Miro · Mural · AI-powered Design Workflows

Soft Skills

Leadership · Cross-functional Collaboration · Presentation · Research · Self-learning · Communication

EDUCATION & ADDITIONAL

Suez Canal University · B.Sc. Computer Science, GPA 3.3 · ITI & DPE UI/UX Scholarships 2019 – 2023

Languages: Arabic (Native) · English (Professional)
Military Service: Exemption