Mohamed Mustafa

Senior Product Designer - Enterprise B2B & B2C SaaS | Data-Rich Interfaces, Design Systems & AI-Powered Products

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PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years designing complex enterprise SaaS, data-rich dashboards, and AI-powered products. I lead from discovery to delivery, validate decisions through usability testing and heuristic reviews, and scale accessible (WCAG) design systems.

EXPERIENCE

Tawuniya | Sr. Product Designer (Insurance - B2B & B2C)

KSA, Hybrid (Feb 2025 - Present)

- Lead and mentor a team of **4 product designers**, owning design strategy and vision for the Health Insurance line of business across complex B2B and B2C SaaS products, partnering with product and engineering leadership.
- Designed and shipped an end-to-end AI-powered conversational experience integrating national health records (NPHIES) in **7 weeks**, reducing support calls by **30%**, increasing engagement by **55%**, and unlocking new monetization.
- Led end-to-end UI/UX design for MoFA's enterprise B2B admin portal and mobile app, complex multi-screen workflows serving **80,000+ employees**, cutting manual processing time by **82%**.
- Facilitate design thinking workshops and design sprints with cross-functional teams, drive stakeholder management, and run design reviews to maintain design quality standards and design system consistency as part of design ops.

Wellthi (Backed by Mastercard) | Senior Product Designer (Fintech B2C - Savings & Financial Goals)

USA, Remote, Contract (Dec 2024 - Feb 2026)

- Designed the Money Feed for a white-labeled social banking app that helps people set and track savings and financial goals, turning in-app engagement into revenue through a personalised partner offer (Aflac).
- Ran a 6-week A/B test with ~3,000 users, lifting time spent in the Money Feed by **11%**, with **18%** tapping “Unlock with Premium” and **4%** of those subscribing.

Mazeed | Senior Product Designer (Fintech SaaS - B2B)

UAE, Hybrid (Mar 2024 - Feb 2025)

- Directed the full 0-to-1 design lifecycle, from discovery through delivery, for a B2B financial-documents feature in the mobile app, reducing process time by **50%** and cutting operational costs by **$3,500/month**.
- Partnered with product managers and engineers to redesign the Mazeed platform, driving product innovation and lifting conversion rate by **20%**.
- Built and scaled the Mazeed design system with design tokens, components, and patterns, ensuring consistency, scalability, and WCAG 2.1 AA accessibility across **4 financial bookkeeping products**, an internal accounting system, end-user web and mobile apps, and an employee back-office portal.

Contact Financial | Sr. Product Designer (Fintech B2C Consumer)

Egypt, Hybrid (Sep 2023 - Feb 2024)

- Led the UX/UI redesign of Contact Financial's landing page, resulting in a **5% uplift** in conversion.

Awaed | Sr. Product Designer (Fintech - B2C Consumer & B2B SaaS)

KSA, Hybrid (Aug 2021 - Aug 2023)

- Redesigned a stock-trading platform's end-to-end UI/UX, including real-time market data, portfolio and wallet dashboards, in **3 months**, driving **$533M+** in Q4 transactions and a Nasdaq partnership agreement.

LINKS

Portfolio LinkedIn
Dribbble YouTube (UI/UX Education)

STRATEGY & PROCESS

Design Strategy & Roadmap Prioritization
Discovery to Delivery
0-to-1 Product Design
B2B & B2C Design Leadership
Design Thinking & Workshop Facilitation
Design Sprints
Stakeholder Management
Cross-Functional Collaboration

RESEARCH & VALIDATION

UX Research & User Research
Evaluative Research
Usability Testing
Heuristic Reviews
Prototype Testing
Competitive Analysis
Quantitative & Qualitative Data Synthesis & Analytics

TOP SKILLS

UI & Visual Design
Dashboards & Data-Rich Interfaces
Complex Multi-Screen Workflows
Enterprise SaaS (B2B & B2C)
Information Architecture
Journey Mapping & Storyboards
Wireframing
Customer Experience (CX) Design

DESIGN SYSTEMS & QUALITY

Design Systems & Design Tokens
Components & Patterns
Accessibility (WCAG 2.1 AA)
Responsive Design (Web, iOS, Android)
Design Ops & Agile Workflow
Team Leadership & Mentorship

- Designed an end-to-end B2B SaaS platform enabling wealth and fund (asset) management firms to manage portfolios and client operations, contributing to **20% company growth**.

Tegarti | **UX Designer (POS Merchant SaaS - B2B & B2C)**
Egypt, Hybrid (Feb 2020 - Aug 2021)

- Designed and optimized POS, inventory, and payroll management systems through user research, prototyping, usability testing, and prototype testing, in cross-functional collaboration with product and engineering teams.

EDUCATION

ITI - Information Technology Institute | **Diploma, UI/UX Design Track**
Egypt, Aswan Branch (Aug 2021 - Dec 2021)

CHI Academy | **Bachelor - Tourism Guidance, English & Italian**
Egypt, Cairo (2015 - 2019)

SELECTED WORK & CASE STUDIES

- Wellthi **(Backed by Mastercard)** - AI Magic Layers: Smart Micro-Goals, Senior Product Design Challenge | View
- Tawuniya - My UI/UX Design Journey in Health Insurance | View
- Tawuniya - Idea Bank: Internal Portal End-to-End Design | View
- Awaed - Redesigning Mobile Stock Trading & Wallet | View
- Mazeed - Revamping the Uploading Financial Documents (B2B SaaS) | View
- Mazeed - Built End-to-End Design System | View
- Mazeed - Enhancing the UI/UX Design of the Mazeed Website | View

ACHIEVEMENTS & MENTORSHIP

- UX Design Awards, Autumn 2026 Nominee: Contributed to the design of Tawuniya Super App V4.0, nominated in the Product category by the International **Design Center Berlin (IDZ)** | View
- Awarded "Hero of the Month" (2025), Tawuniya, for outstanding work and dedication | View Award
- Recognized for outstanding UI/UX design work on the Stock product, Awaed Financial Services | View Award
- UI/UX Mentorship Volunteer, ITI Cairo (Dec 2024 - Nov 2025): mentored 80+ students through UI/UX courses.

CRAFT & TOOLS

Figma (Components, Auto-Layout, Design Tokens, Dev Mode, MCP, Motion)
High-Fidelity Prototyping
Sketch & Framer
Adobe Creative Suite

AI-AUGMENTED DESIGN

AI-Powered Features
Conversational AI & LLM
Claude
Cursor
Midjourney
Google Antigravity & Gemini AI

PROGRAMMING SKILLS

HTML & CSS
React JS (Basic)

LANGUAGES

Arabic (Native)
English (Advanced)
German (Basic)
Italian (Basic)