

MUHAMMED EMAM

SENIOR PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Senior Product Designer with experience across 10+ products in Egypt, Saudi Arabia, the UAE, Jordan, and the US. Designs zero-to-one consumer and enterprise products, complex dashboards, scalable design systems, Arabic/RTL experiences, and AI-enabled workflows. Background spans AI SaaS, government, fintech, healthcare, pharma, ed-tech, e-commerce, and customer experience.

CORE SKILLS

Product Strategy | User Experience Design | User Interface Design | Design Systems | Enterprise Dashboards | Mobile App Design | Prototyping | User Flows | Figma | Arabic/RTL | AI-enabled Workflows | Developer Handoff | Next.js | Shopify Liquid | HTML/CSS | Claude/Codex MCP

PROFESSIONAL EXPERIENCE

Sword Oct 2024 - Present

Senior Product UI/UX Designer

- Own a design system across four products built from zero, each with 150+ screens; 90% of screens run on the system.
- Designed Managed, a live US IEP/504 special-education case-management platform serving 11 schools and 1,000+ students.
- Designed NovelIntelligence, a separate UAE AI-enabled, multi-tenant SaaS for enterprise, government, and regulated organizations. It centralizes performance, governance, execution, dashboards, reporting, improvement plans, tasks, documents, auditing, and AI assistance.
- Designed EHS and internal UAE government dashboards for tracking employee performance, medals, achievements, and operational data; each includes AI-enabled functionality.
- Built a Figma <-> Claude/Codex MCP design pipeline and Arabic/RTL conversion system; designed two full systems through AI-assisted workflows.

Fekra Oct 2023 - Oct 2024

UI/UX Designer

- Shipped Bassma end to end, including personas, user flows, interface design, documentation, and delivery.

Freelance / Founder 2021 - Present

UI/UX Designer - Cardistation & Bedayaweb

- Designed web and mobile products across crypto, fintech, pharma, health, task management, smart control, eco-tourism, and commerce.
- Products include an EVA Pharma medical-representative daily-report app, medication tracker, Mawahib, smart-control app, task-management app, and Cardistation.
- Founded Cardistation, a gaming gift-card store achieving a 4.4% conversion rate.

Koinz Aug 2022 - Jul 2023

UI/UX Designer

- Created wireframes and Figma prototypes, maintained the design system, and delivered pixel-accurate developer handoffs.

CashU Aug 2021 - Aug 2022

Customer Support Team Lead

- Reduced complaints by 30% and improved retention by 15%; translated support friction into product and UX insight.
- Earlier customer-support experience also includes Shezlong.

SELECTED LIVE PRODUCTS

Managed: managedtechco.com | Geeva: geeva.ai | Twleef: twleef.com
Taalam: taalam.sa | Darina: darinastore.com | Cardistation: cardistation.com
Bassma: bassma-sa.com | Isnad Technology: isnad-tech.com | Jordan World Cup: jordanworldcup.com/ar

EDUCATION AND CERTIFICATIONS

BBA in Marketing, Cairo University | 2017 - 2021 | GPA 3.5
Google UX Design Specialization, 2022 | CalArts Visual Elements of User Interface Design, 2023
Languages: Arabic (Native) | English (Fluent)