

MUHAMMED EMAM

Senior Product Designer Zero-to-one products, systems, dashboards, and AI-enabled workflows

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PROFILE Senior Product Designer with experience across 10+ products in Egypt, Saudi Arabia, the UAE, Jordan, and the US. Turns complex user and operational friction into shipped products, scalable design systems, and clear enterprise workflows; uses AI to accelerate delivery without lowering the bar.

EXPERIENCE

SWORD Oct 2024 - Present

Senior Product UI/UX Designer

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

FEKRA Oct 2023 - Oct 2024

UI/UX Designer

- Shipped Bassma end to end, from personas and user flows through 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, tourism, and commerce.
- Work includes an EVA Pharma medical-representative reporting app, medication tracker, Mawahib, smart-control and task-management apps.
- Founded Cardistation, a gaming gift-card store achieving a 4.4% conversion rate.

KOINZ Aug 2022 - Jul 2023

UI/UX Designer

- Produced 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%, translating support friction into product and UX insight.
- Earlier customer-support experience also includes Shezlong.

SELECTED IMPACT

10+ products shipped

90% design-system adoption

1,000+ students on Managed

4.4% Cardistation conversion

CORE EXPERTISE

Product strategy & discovery
Design systems at scale
Enterprise dashboards
Mobile & responsive UX
Arabic / RTL systems
AI-enabled product design
Prototyping & handoff

TOOLS

Figma, Next.js, Shopify Liquid, HTML/CSS, Claude/Codex MCP

EDUCATION

BBA, Marketing
Cairo University, 2017 - 2021
GPA 3.5

Google UX Design, 2022
CalArts UI Design, 2023

LANGUAGES

Arabic - Native English - Fluent

LIVE WORK

Nine shipped products - click any title

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](#)