



# Mostafa Mohammed

## Senior Graphic & Senior UX/UI Designer

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Dubai, United Arab Emirates

## Profile

Art Director | Senior UI/UX & Branding Specialist

with over 6 years of experience creating user-centered solutions for fintech, e-commerce, and luxury industries. Expert in crafting innovative digital experiences and cohesive brand identities that drive business growth. Skilled in leading multidisciplinary teams and delivering solutions that combine functionality, aesthetics, and storytelling.

## Education

Business Administration Bachelor Degree, Cairo University, Cairo

09/2017–09/2020

## Employment History

Art Director & UI/UX Lead at Do Pave, Cairo at Do Pave, Cairo

02/2023

As the Art Director at DO PAVE,

- Led the design and artistic direction across UI/UX design, graphic design, and branding, ensuring innovative and user-centric solutions.
- Delivered engaging digital experiences that enhanced usability and aesthetics, driving a 20% increase in user satisfaction across platforms.
- Developed cohesive branding strategies that amplified brand stories, improving brand recall and client visibility by 30%.
- Managed and mentored a multidisciplinary design team, fostering creativity and collaboration while ensuring alignment with project goals and deadlines.
- Directed the execution of complex projects by implementing structured workflows, balancing creative freedom with strategic objectives, and maintaining design excellence.
- Oversaw the creative process end-to-end, conducting regular reviews and providing actionable feedback to refine concepts and optimize final deliverables.

## Projects at Do Pave

UI/UX Lead at Khardah FIN-TECH ( Kuwait )

08/2024–01/2025

- Led the design and user experience for Khardah, a fintech app simplifying tipping for workers in Kuwait, focusing on accessibility for tourists and service staff.
- Directed the creation of an intuitive onboarding process, enabling workers to register, verify their identity, and link bank accounts with ease.

## Links

[My portfolio website](#)  
[Behance](#)  
[instagram](#)  
[Linkedin](#)

## Skills

Figma  
Webflow  
Adobe Photoshop  
Adobe Illustrator  
Adobe XD  
Prototyping  
Branding  
User Research & Analysis  
Design Thinking  
Teamwork  
Problem solving  
Adobe Creative Suite  
Project Management  
Visualizing  
User-Centered Design  
Design Systems  
Interaction Design  
Branding Strategy,  
Agile Workflows

## Courses

Foundations of User Experience (UX) Design – Google (July 2023 – Oct 2024): Comprehensive training in user research, wireframing, and prototyping. at Google  
07/2023–10/2024

Webflow 101 at Webflow  
12/2024–01/2025

AI for Everyone – Deeplearning.AI (Oct 2024 – Nov 2024): Gained insights into AI integration in design processes. at Deeplearning.AI  
10/2024–11/2024

## Languages

Arabic ..... Native speaker  
English ..... Highly proficient

- Designed a QR code-based tipping system, allowing users to send tips without downloading the app, streamlining the process for both senders and recipients.
- Oversaw the development of flexible multi-payout options and a comprehensive partner organization dashboard for managing tips and analyzing performance.
- Collaborated closely with developers and stakeholders to align design with business objectives, ensuring a seamless user journey and measurable impact.

## **Art Director & UI/UX Lead at Eboutiques (EGYPT-HOLLAND-BULGARIA), Cairo**

05/2024–11/2024

- Directed the design process for an e-commerce platform specializing in fashion and makeup, serving customers in Kuwait, Bulgaria, and Holland.
- Evolved the brand identity and redesigned the user interface, resulting in a 20% increase in user retention and a 30% boost in brand visibility.
- Designed the app, website, and dashboard interfaces for admins, companies, and celebrities, ensuring a seamless and visually appealing user experience across all platforms.
- Led cross-functional collaboration with developers and stakeholders to align design goals with business objectives, delivering projects on time and to the highest standards.
- Implemented user-focused design principles, conducting research and usability testing to refine features and optimize the customer journey.
- Oversaw the end-to-end creative process, maintaining consistency across platforms and ensuring innovative, high-quality deliverables.

## **Senior UI/UX Designer & Art Director at SAHM FOOD ORDERING ( KSA - EGYPT ), Saudi Arabia**

02/2023–11/2024

- Led design initiatives for a food delivery platform with innovative table reservation features across Egypt, KSA, and Bahrain.
- Created intuitive user experiences, including a 360-degree table selection view, boosting customer satisfaction and engagement.
- Developed and integrated the table reservation feature, enhancing overall usability.
- Established cohesive design systems and visual identity, ensuring brand consistency.
- Collaborated with teams to align designs with technical goals, delivering high-quality results.
- Conducted usability testing to refine features and optimize the user journey.

## **Senior UI/UX Designer at Lojii business ( Kuwait - Bulgaria - Holland ), Holland**

05/2023–07/2024

- Designed and developed a comprehensive ERP system, including modules for freight, POS, RMS, and beauty salons, ensuring seamless functionality.
- Led the entire UX/UI process, from concept to completion, delivering intuitive and user-friendly designs.
- Collaborated with stakeholders and developers to align design goals with business objectives, enhancing user satisfaction and adoption.

## Continuing Employment History Further

### Senior UI/UX Designer at Tl Souq (DUBAI) Freelance Project, Dubai

01/2024–03/2024

- Designed user-friendly interfaces for a leading wholesale platform in Dubai, streamlining the purchasing process for businesses.
- Collaborated with stakeholders to understand user needs and translate them into effective design solutions.
- Led the app redesign, aligning it with industry trends and improving user experience.

### UI/UX Designer & Art Director at Edgestone (EGYPT-GERMANY), Cairo

08/2022–03/2023

- Directed the design of visuals and branding across online platforms, websites, and offline marketing, including outdoor advertising campaigns.
- Enhanced the company's visual identity and online presence, supporting marketing and branding initiatives across contracting, development, and advertising divisions.
- Developed custom UI/UX designs, increasing user engagement by 30%.
- Delivered creative and impactful designs that strengthened the company's brand consistency across all mediums.

### UI & Graphic Designer at Homzmart KSA-EGYPT), Cairo

08/2020–09/2021

- Designed social media visuals, branding materials, landing pages, and mobile app interfaces, enhancing the online home shopping experience.
- Shaped the brand's visual identity, combining creativity and technology to build customer trust and deliver stakeholder value.
- Directed a team of graphic designers, ensuring quality and consistency across all deliverables.
- Facilitated a successful photoshoot to showcase a designer's collection, boosting brand appeal.
- Developed a custom UI library, improving developer productivity and code reuse.
- Created UI pages and macros for ServiceNow, enhancing the user experience and streamlining workflows.

## Tools

### Tools

**Design Tools:** Figma, Adobe XD, Photoshop, premiere Pro, Illustrator, Webflow.

- **Prototyping & Animation:** After Effects, Framer.
- **Collaboration:** Slack, Jira, Trello.