

Mohamed Ghanem

Product Designer (B2B SaaS)

Contact Information

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Education

Al-Azhar University, Bachelor of Commerce 2016 – 2020
Major: Accounting | GPA: 70.36%

Work Experience

Product Designer – Z2Data Jul 2024 – Present

- Led end-to-end design for two new modules (Part Risk + Supplier Risk flows) and a system-wide rebrand, aligning product direction with the CPO/CEO and partnering with PM/engineering to ship workflows, edge cases, and scalable UI patterns.
- Co-built the design system for the new platform; took full ownership after initial build—component roadmap, standards, and ongoing maintenance
- Built and shipped an AI-assisted Storybook for Angular (component playground + docs) to reduce repetitive handoff friction and speed up developer adoption and QA

UI/UX Designer – Marketplaces Integrated Solutions (MPIS) Oct 2023 – June 2024

- Led a team of 5 designers and standardized UX delivery (templates, review cadence, and handoff checklist), reducing rework and improving consistency across client projects
- Delivered UX for B2B products (ERP, real estate, e-learning), owning discovery-to-handoff on multiple projects

UI/UX Designer – ISFP Egypt Jul 2022 – Sep 2023

- Designed a new update for the Damietta Port site by collaborating closely with developers and operations teams to modernize Egypt's maritime platform
- Enhanced the existing Damietta Port portal by refining its information architecture and streamlining workflows to improve task completion clarity
- Acted as the sole UX Designer responsible for generating and testing design suggestions

Part-time UI/UX Designer – Ultatel Aug 2022 – Feb 2023

- Redesigned the telecom **customer service call platform**—end-to-end call handling plus **call history/review** and **sentiment analysis views** to support agents and supervisors.

- Partnered with developers on implementation-ready specs (flows, states, edge cases) and set a lightweight review cadence to reduce rework.

UI/UX Web Designer Part-time – Virtual Worker Now

Mar 2022 – May 2022

- Contributed to projects across sectors, including e-learning, personal branding, health, food, sports, and online retail
- Managed design testing and the hand-off process to ensure high-quality final products

UI/UX Design Intern – ISFP Egypt

Oct 2021 – Jan 2022

- Assisted in designing an update for the Damietta Port site
- Collaborated with managers to test and refine design suggestions

Language Skills

Arabic: Native Speaker

English: C1 (Advanced Professional Proficiency) | [Duolingo English Test](#)

Skills

Design Tools: Figma, Miro

Productivity: Google Docs, MS Office

Collaboration: Jira, Trello

Additional: Framer, Webflow (light), Canva

Design & delivery: Design systems, component specs, documentation, user research, wireframing, prototyping, usability testing

Technical: HTML/CSS basics, Angular collaboration/handoff, design token/spec alignment

AI-assisted discovery & synthesis: ramp up on new domains by summarizing complex concepts, clustering themes from existing data (tickets/feedback), and translating findings into flows, scenarios, and priorities (validated manually)

AI-assisted execution & quality: generate quick drafts for frames/copy, then use AI for consistency audits (states, DS compliance) and to speed up documentation (component specs, Storybook docs, handoff notes)

Development, Awards & Leadership

Professional Development

- McKinsey Forward Program (2024); Interaction Design Foundation (2022-2025); Google UX Certificate (2022)

Awards & Recognition

- Top 5 - Peace First MENA, Best Project - Innov Egypt Ideathon, Top 5 - Pandemic Tech Hackathon, Top 10 - Google Solution Challenge MENA

Extracurricular Involvement

- Led at DSC Cairo (taught programming); previously volunteered with MSP Cairo
- Member, **Zomra** (UX/Product Design community) - collaborating on **Plika** community