

MOSTAFA SAAD

Lead / Senior Product Designer • Fintech, GovTech & Enterprise SaaS • Design Systems & Design Engineering

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[LinkedIn](#) • [Portfolio](#) • [GitHub](#)

SUMMARY

Product design lead with 6+ years designing digital products for fintech, government, insurance, blockchain and logistics organisations, including PwC and Deloitte engagements across the UAE and KSA. Combines end-to-end UX research, design-system ownership and team mentoring with hands-on front-end engineering (React, design tokens, AI-assisted handoff) — a computer engineering background that lets me ship what I design. Track record includes leading CX maturity assessments for 30 Dubai Government entities, designing core banking features that raised engagement by 30%, and cutting design-to-code rework by ~60%.

CORE SKILLS

Product & UX: Design thinking, user research, usability testing, heuristic evaluation, card sorting, competitive analysis, information architecture, journey mapping, CX maturity assessment, accessibility (WCAG 2.1)

UI & Design Systems: Figma, Figma Make, Storybook, design systems, design tokens, component libraries, responsive & interaction design, high-fidelity prototyping, Adobe Creative Suite

Design Engineering: HTML5, CSS3/SASS, JavaScript, React.js, Node.js, token-to-code pipelines, AI-assisted development (Claude, Codex)

Analytics & Optimisation: Google Analytics, Microsoft Clarity, A/B testing, conversion optimisation, data-informed design decisions

Leadership & Collaboration: Design leadership, team mentoring, end-to-end design ownership, stakeholder management (C-level and government), cross-functional delivery in agile squads, design QA and handoff

PROFESSIONAL EXPERIENCE

PwC — ETIC (Egypt Technology & Innovation Centre) • Cairo, Egypt

2025 – Present

Senior Product Designer & Digital Maturity Consultant

- Led Digital CX Maturity Assessments for **30 Dubai Government entities** across healthcare, transport and finance, applying PwC's proprietary framework to audit service delivery and define 3-year transformation roadmaps tied to **15% YoY** growth targets.
- Standardised CX benchmarking across the city-wide digital ecosystem, synthesising cross-entity data to surface systemic gaps and delivering strategic recommendations to the **Dubai Digital Authority**.
- Translated maturity scores and quantitative findings into prioritised design interventions, delivering a **30% improvement** in assessed maturity scores for the entities in scope.
- Directed full-cycle UX/UI for enterprise SaaS platforms, replacing legacy workflows with modernised interfaces that cut **user task-completion time by 30%**.
- Mentored and turned around an **11-person Visual & Marketing Communications (VMC) team** (3 senior associates, 8 associates) responsible for proposal presentations, after quality and deliverable issues had led PwC Germany to disengage from it — overseeing and training the associates to a standard where the team reliably produced client-ready proposal decks.
- Designed **internal PwC tools** to 100% brand compliance, and delivered client-facing work on Deals engagements — including an **insurance claims platform** that streamlined claim submission and gave customers and handlers end-to-end tracking of each claim's status.

Confidential.io • Florida, USA (remote)

2025

Lead Product Designer & Front-End Developer — contract

- Led the design function — owning the end-to-end design process and **managing two designers (junior and mid-level)** — and built the design system in Figma Make, implementing it in **Storybook** so engineers could maintain consistency across the product; reduced front-end rework by approximately **60%**.
- Implemented a **design-token architecture in React** and an AI-assisted handoff workflow, automating roughly **53%** of the design-to-code process and bridging design and engineering teams.
- Ran UX evaluations and usability reviews across the platform, turning identified pain points into a prioritised backlog of flow and interaction fixes.

- Doubled as **front-end developer**, using Claude Code and Codex to implement my own designs in production-ready HTML/CSS/JavaScript and React — taking ownership of the UI layer so it shipped pixel-accurate, tested and ready for backend integration, and freeing the engineering team to focus on services and data.
- Contributed to product decisions in agile sprints as the user-experience voice alongside product and engineering.

Deloitte · Riyadh, KSA (remote)

2024 – 2025

Senior Product Designer — project-based

- Designed core digital-banking features — a **Buy Now, Pay Later** product and a points-based loyalty programme — that raised customer **engagement by 30%**.
- Led user research and usability testing across the banking journeys, reducing **transaction abandonment by 25%**.
- Delivered high-fidelity prototypes and a shared design system spanning multiple banking services, ensuring consistency while meeting regulatory and WCAG accessibility requirements.
- Aligned product managers, engineers and business stakeholders on design decisions, using competitive analysis and behavioural insight to drive retention.

Blockchain Intelligence Group · Vancouver, Canada (remote)

2021 – 2024

Senior Product Designer (promoted from Product Designer)

- Led the end-to-end design of **Qlue Express** — research, concept, prototyping and final implementation — delivering a seamless investigative workflow for blockchain analytics users.
- Used Microsoft Clarity session data and user feedback to drive data-led redesigns, improving measured **customer satisfaction by 65%**.
- Translated design concepts into functional prototypes and resolved responsiveness and usability issues through iterative testing; presented improvement recommendations to stakeholders.

Jabu Logistics · Windhoek, Namibia (remote)

2020 – 2021

Product Designer

- Designed mobile and web product experiences within the Jabu design system, applying brand guidelines and strong layout, typography and visual hierarchy across all touchpoints.
- Maintained consistency and quality across the product by extending established UI patterns and components.

EDUCATION

B.Sc. Computer Engineering — Ain Shams University, Cairo, Egypt

2022

Computer Engineering (non-degree programme) — University of Texas at Austin, USA

2019

LANGUAGES

Arabic (native) · English (advanced, C1)