Mohammed Wael *Senior Product Designer*

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Employment Experience

House 16 Software, *UX / UI Ideation & Graphic Design Lead*
04/2026 – Present
Remote, Australia

- Designed the full game's UI/UX across 125+ screens, covering all gameplay HUDs, player vitals and status indicators, quest and mission systems, inventory and equipment management, progression systems, interactive menus, automation workflows, notifications, and contextual in-game interactions, ensuring intuitive navigation, visual consistency, and a seamless player experience.
- Produced 280+ promotional assets such as posters, presentations, pitch decks, stream kits, websites, press kits, thumbnails, social posts, mobile app, and web graphics that anchored international marketing campaigns, reaching 35M+ views across TikTok, Instagram & YouTube, driving global media coverage with a 200M combined reach, 50M unique audience, and 100+ features across 60+ major publications (including IGN, Game Rant, Game*Spark, and AcFun).
- Designed 220+ in-game environmental and product labels, including food packaging, medicine, billboards, advertisements, and other world assets, creating cohesive visual identities that enhanced world-building, environmental storytelling, and immersion across the game.
- Conducted large-scale playtesting with 380,000+ players, overseeing user-testing initiatives and gathering qualitative and quantitative feedback to evaluate gameplay experiences and identify areas for improvement
- Analyzed feedback from 16,000+ active respondents, translating player insights into actionable design improvements and iterative refinements to enhance usability and the overall player experience.

BloxTech

> **Product Design Lead**
> 04/2024 – 03/2026
> Remote, Egypt.
>
> - Led design and oversaw development of 15+ multi-platform products spanning mobile apps, web platforms, and select physical products, overseeing the full lifecycle from product strategy, feature scope, UX/UI direction through engineering delivery and hand-off.
> - Coordinated a 20+ person cross-functional team of designers, developers, and other contributors, aligning teams around product goals and delivery timelines.
> - Directed product discovery and user research with 50~5000+ participants per project to validate ideas, inform feature prioritization, and shape product direction.
> - Oversaw up to four concurrent product engagements, managing priorities, timelines, and execution across distributed contributors.
> - Managed client relationships and project engagements, translating early concepts into structured product roadmaps, aligning product vision, budget, timelines, and execution.
>
> **Product Designer**
> 04/2022 – 04/2024

MokhbirPro (Contract), *Product Designer & Manager*
11/2025 – 02/2026
Remote, UK

- Increased conversion rate from 4.1% to 9.85%
- Scaled subscriber base by 5x.
- Grew Monthly Recurring Revenue (MRR) by 6x.
- Developed & Designed launched a high-performing landing page, boosting conversions by an additional 1.8%
- Built and launched a complete online Academy, including a dedicated course alongide its sales page, and a skill assessment test. (1,000+ participants)
- Designed & implemented a comprehensive onboarding experience, including welcome videos alongside automated introductory messaging sequences & gamified onboarding.
- Designed 80+ marketing banners and 30+ full email campaigns.
- Created and deployed a feedback collection system, generating 700+ monthly responses for reporting and insights.
- Conducted 70+ in-depth user interviews to drive product and experience improvements.

Musical U

> **Product Design & Support Lead**
> 01/2025 – 12/2025
> Remote, London
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> - Led UX, Design Standards, & product engagement strategy, generating $1M+ in ARR.
> - Designed and launched the digital access and reading experience for a published book, including a dedicated reading site with platform integration, and contributed design assets to ensure successful physical and digital delivery across 10,000+ sales ($500K+ revenue).

- Expanded the learning ecosystem by designing 80+ new experience pages.
- Designed 40+ app screens, defining core interaction systems and experience.
- Built a 10-page public-facing landing experience to reposition the brand and strengthen acquisition performance.
- Designed 60+ high-impact promotional banners to support campaigns, feature releases, and revenue initiatives.
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- •Wrote four academic research papers to inform evidence-based product and UX strategy.

Product Designer 12/2023 – 01/2025

- Gathered feedback from 400+ members to conduct usability testing to identify gaps and product improvement opportunities.
- Designed and prototyped 120+ fully functional high-fidelity learning experience pages serving 30,000+ members.
- Designed and implemented a complete end-to-end onboarding experience to improve activation, clarity, and early-stage engagement.
- Restructured the educational architecture to enhance usability and scalability
- Established UX standards, engagement frameworks, and long-term experience direction across the platform.

Product Support Specialist 10/2022 – 12/2023

iHerb, *Chat and Email Support Representative* 06/2021 – 09/2022
Remote, US Based.

MO's Digital Products Co.

IT Engineer II 03/2020 – 04/2021
Cairo, Egypt

- Performed 100+ successful hardware and software repairs per week.
- Interpreted Given Work Orders And Customer Specifications To Build 500+ Custom Highly Efficient Computer Systems.
- Installing operating systems, images of OS and applications.
- Installed Software To Improve Functionality Of Computers

IT Engineer I 01/2019 – 02/2020

- Diagnosed and resolved 30+ computer problems per week in a corporate office.
- Maintained the highest satisfaction rating in monthly end-user scoring through applied interpersonal skills and providing fast solutions
- Cataloged Hardware Issues And Planned Major Computer Upgrades
- Assisted Clients With General Support For Hardware, Peripherals, Network Connections, And External Software
- Explained Technical Information In Clear Terms To Non-technical Individuals To Promote Better Understanding.

🎓 Education

BSc, Computer Science, Information Systems, & Artificial Intelligence, Cairo, Egypt
MISR University For Science And Technology

- **Specialization** in business management and entrepreneurship to broaden skill set.

Skills

Typing Speed: (140 Words Per Minute.)

Work-Space Software Knowledge: (Figma, Framer, Zendesk, Okta, G-Suite, Jira, Asana, Stripe, Keap, Circle, LastPass, Notion)

Technical Problem Solving: (Android, IOS, & MacOS Troubleshooting.)

Coding: (Familiar with frontend technologies such as HTML, CSS, JavaScript, React.)

Animation / Motion Graphics: (Shots.so, Jitter.video, Figma.)

Languages

English — Fluent | **Arabic** — Native