

MOHAMED GAAFAR

— Lead UI/UX Designer | Product Designer —

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PROFESSIONAL SUMMARY

Accomplished, visionary, and results-driven Lead UI/UX Designer with 9+ years of experience producing high-quality and client-focused designs that optimize and enhance digital experiences. Expert in aligning business goals with user needs and driving client engagements and conversions through high-fidelity mockups, wireframes, and prototypes.

CORE COMPETENCIES

User-Centered Visual Design • Design Thinking • Mockup Development • Scrum • Product Design • Project Management • UI/GUI Design • Prototyping • User Experience • End-to-End Design Process • UX Documentation • Overall Product Strategy • Data Analysis • Customer Experience • Quantitative Data • Agile development

EXPERIENCE & IMPACT

AJXB Consulting LTD.

Lead UI/UX Designer

Burnaby, BC

January 2022 – July 2023

- Enhanced the experience of over 30,000 users by revamping web and mobile applications and proactively developing wireframes, prototypes, and high-fidelity mock-ups that aligned with business goals and user needs.
- Increased client engagement by 25%, consistently performing user research and testing of interfaces and prototypes to inform future design decisions and projects.
- Built and maintained positive relationships with product managers, developers, and stakeholders, resulting in unity and seamless collaboration among cross-functional teams.
- Spearheaded a team of 5 UI/UX designers in launching 7 high-impact Web3 projects, leading to an increase in user engagement and retention.
- Developed a comprehensive design system for a suite of internal business applications by establishing design patterns, style guides, and component libraries to ensure design consistency and streamline future development.
- Mentored 3 junior UI/UX designers, cultivating a culture of professional development and growth.

Canadian Red Cross (CRC)

Visual Designer

Toronto, ON

November 2019 – September 2021

- Improved design quality and user experiences by conducting comprehensive product design tests on a bi-weekly basis, utilizing a diverse range of software, models, and design systems.
- Upheld CRC's Intelligence Network by developing a compelling visual narrative and illustrating future user journeys communicated the service's value proposition and forged connections between organizational stakeholders.
- Enhanced usability and increased user satisfaction by actively participating in all Agile processes and meetings, harnessing user feedback and constructive criticisms to drive iterative design improvements.
- Streamlined visual design consistency across digital, print, and social media platforms resulting in a cohesive, impactful, and recognizable CRC brand experience.
- Streamlined the user onboarding process and reduced user support tickets by 70%.

DenLee Creations

Senior UX Designer

Nanaimo, BC

May 2018 – October 2019

- Spearheaded and guided numerous product design initiatives, fostering a culture of innovation and excellence while consistently improving the customer experience.
- Built and maintained collaborative partnerships across product management, development, and marketing departments to develop and deliver user-centric solutions.

- Maximized user engagement and usability across a range of platforms, by mapping product requirements and collaborating with team members to derive key data, adapt, and create new designs.
- Optimized the client's digital experiences by integrating user feedback into product design improvements while delivering compelling presentations and negotiating solutions with key stakeholders.
- Leveraged attention to detail and priority management skills in consistently meeting project milestones and delivering product designs on time and within budget.

MG Designs (Freelance)
Founder/Design Lead

Nanaimo, BC
September 2017 – present

- Increased user satisfaction by 15% through UI/GUI redesign of a web-based business management tool.
- Employed A/B testing and user feedback to iterate on design solutions and optimize user experience, gaining a 12% surge in user engagement and retention within the first month of deployment.
- Transformed the online presence of various startups, including ArLAR, Sinbad restaurants, and ZA Tech, by designing and implementing website layouts and templates that increased user traffic and client acquisition.
- Enhanced brand visibility by developing and delivering print materials. Including brochures, banners, and signs for renowned brands, including Fastrabbit, Lavaloon, and CONCEPTX.
- Gained numerous client commendations, word-of-mouth referrals, and repeat business by consistently delivering superior user experience through wireframes, interactive prototypes, and visually appealing in-app graphics.

Internsvalley GmbH
UX Designer

Berlin, DE
March 2017 – August 2017

- Revolutionized the internship search process by performing comprehensive user research and identifying key pain points and user preferences to develop intuitive and user-friendly interfaces.
- Led brainstorming sessions with cross-functional teams to generate innovative design concepts for an internal data visualization tool.
- Ensured accessibility by incorporating WCAG guidelines throughout the design process.
- Identified gaps and drove improvements to foster UX best practices, set up usability testing, and validate concepts.

Elaj Medical Centers
Web Designer, Social Media Administrator

Jeddah, KSA
January 2015 – February 2016

- Improved brand recognition and sales growth by 30% by developing captivating advertisements that complemented products and medical services.
- Boosted customer engagement by crafting innovative and visually appealing designs and content for various marketing packages, including print materials, brochures, banners, and signages.

EDUCATION

Master of Science in User Experience Arizona State University, Tempe, AZ	<i>April 2026</i>
Bachelor of Arts in Graphic Design Vancouver Island University, Nanaimo, BC	<i>December 2020</i>
Bachelor of Business Administration & Management Ain Shams University, Cairo, Egypt	<i>December 2016</i>
Diploma in Graphic Design Russian Culture Center, Cairo, Egypt	<i>April 2013</i>

CERTIFICATIONS

Google UX Design Certificate Google	<i>May 2023</i>
Computer Science 101 Stanford Online	<i>September 2014</i>

ADDITIONAL INFORMATION

Technical Skills: Microsoft Office Suite, Adobe XD, Figma, React.js, Design iteration, Adobe Photoshop, Illustrator, InDesign, WordPress, HTML, CSS