MOHAMMED ALMUSTAFA

Product Designer

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Montreal, QC

[**Portfolio**](#)

EXPERIENCE

Associate Graphic Designer, Nakisa   03.2025 — Present

Montreal, QC

Increased responsibilities as a designer, including streamlining the company's branding with use of artificial intelligence software and working more closely with the sales team on slidedecks and marketing materials to close deals. Performed on-site visits to clients to produce case studies and videos for the marketing team.

Design Intern, Nakisa   11.2024 — 03.2025

Montreal, QC

Responsible for assisting in the design of marketing content, including product pages, event materials, video advertisements, and Linkedin content. Performed A/B testing on web page designs to increase CTR for clients and ease usability. Promoted from Design Intern to the role of Associate Graphic Designer.

Product Designer, Synaptic AI (Contract)   06.2024 — 08.2024

Montreal, QC

Produced hi-fidelity prototypes passed on to the engineering team for Artificial Intelligence program 'Lynx'. Designs used to secure clients and investments from corporations and firms in Montreal. Designed an adaptable component library to be built on by future products. Graphic designer and copywriter for in-house documentation.

Digital Designer, Nintendo   05.2023 — 08.2023

Remote

Designed layouts and managed the broadcasts for the 'Splatoon Showdown Series' tournaments, hosted by Nintendo of America. Helped coordinate and broadcast the 'Splatoon 3 European Championship 2023' (Dutch) qualifiers, totaling in over 30,000 spectators.

UX Design Intern, The Sync Report   03.2022 — 06.2022

Remote

Assisted in improving the user experience of contents sent to a mailing list. Increased CTR by 28%. Performed A/B testing for CTA, timing and content format. Designed marketing material and motion graphics for social media.

EDUCATION

Concordia University   08.2023

Montreal, QC

B.A Specialization Communication Studies

NOTABLE PROJECTS

Product Designer, LUTI   2024

UX/UI designer for grassroots tournament management software. Worked to streamline the end-user experience of an event for over 13,000 users. Head of design and branding for a grassroots esports organization. Completed all parts of the design process from research to high-fidelity prototypes.

SKILLS

Software	Figma, Microsoft 365 Suite, Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Webflow
Design	Wireframing, prototyping, typography, web design, user research, user testing, interaction design, motion graphics, graphic design, UI/UX