Mahinar Galal

Portfolio mahinargalal.com ↗

Cairo, Egypt
mahinargalal@gmail.com
+20 102 023 2309

4 years of pixels, prototypes, and problem-solving, from building-data platforms to food ordering apps. Ready for the next challenge, the next idea, and everything I'll design along the way.

SKILLS

Product design
End-to-end feature ownership, problem definition, user flows, wireframes, interactive prototypes, design specs, developer handoff, responsive design, dashboards

Research
User interviews, research plans, usability testing, journey mapping, synthesis

Design systems
Component libraries, design tokens, Figma variables, light and dark themes, documentation, WCAG 2.1 AA

AI
Designing AI-powered features and how AI output is shown to users; AI-assisted design and prototyping

Collaboration
Product, engineering, content and marketing teams; design reviews; presenting to non-designers

TOOLS

Figma · FigJam · Linear · Adobe CC · ChatGPT · Claude

LANGUAGES

Arabic (native)
English (native)

EDUCATION

BA, Mass Communication
Misr International University
Cairo, 2016 – 2020

American Diploma
Modern English School
Cairo, 2016

SUMMARY

Product designer at Beyond Menu, designing the diner app and ordering websites used by diners, and the tools restaurant owners use to run their business. Before that, I designed ParaTwin, an enterprise SaaS platform for building data, at Dar Al-Handasah. I design features from problem definition through wireframes, interactive prototypes, design specs and developer handoff, and support user research and usability testing. I build and maintain component-based design systems in Figma that meet WCAG 2.1 AA, design AI-powered features, and use AI tools throughout my process.

EXPERIENCE

Product Designer · Beyond Menu
Remote (US) · Sep 2024 – Present

Online food ordering platform. I design the Manager App, the back office, the diner-facing app and ordering websites.

- Led the design of the diner app's new home screen for returning diners, seen by about **175,000 diners a month**. During rollout, returning diners on the new home placed **33% more orders** per person and used "Order again" **54% more** than those on the old home.
- Restructured the Manager App component library in Figma into a scalable design system for all Beyond Menu products, using Claude to accelerate the work.
- Designed Order Insights, the Manager App's reporting dashboard (launched Oct 2025); about **1,000 restaurants** now use it every month, roughly **1 in 5** restaurants active in the app.
- Designed AI menu photo enhancement, where owners photograph a dish and AI enhances the photo, including how the before and after are shown; since its Jul 2026 launch, **437 restaurants** used it to add AI-enhanced photos to **10,080 menu items**, and owners chose the AI version for **74%** of photos added.
- Designed for WLO, the branded ordering websites for about **14,000 restaurants** (about **4 million visitors a month**); maintained its Figma design system.
- Designed features across the back office used to set up and manage restaurant accounts and their branded websites.
- Took part in 30+ interviews and usability tests with restaurant owners, assisted with research plans and user journey mapping, and supported design reviews with product, engineering and leadership.
- Used ChatGPT and Claude to synthesize research, explore concepts, draft UX copy and speed up prototyping.

UX/UI Designer · Dar Al-Handasah
Cairo, Hybrid · Sep 2022 – Sep 2024

- Designed ParaTwin, an enterprise SaaS platform by PARA (part of the Sidara group) that brings building and portfolio data together, giving building owners and operators real-time visibility over energy, sustainability, space, comfort and maintenance.
- Worked with developers, product managers and stakeholders to turn requirements into user flows, wireframes and high-fidelity designs.

Marketing Manager · Baron Hotels and Resorts Egypt
Cairo · Jun 2022 – Aug 2022

Marketing Manager · My Salah Mat
Remote (UK) · Jun 2020 – Jun 2022