

Mohamed Nady

Product Designer

With over **6 years** of experience as a Product Designer, I specialize in creating user-centered products that deliver impactful business outcomes.

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Experience

WhiteHelmet | AI-Construction Management - B2B

Sr. Product Designer & DS Designer

Jun 2025 - Present

Riyadh, Saudi Arabia - Hybrid

Collaborate with fellow designers and partner with developers, PMs, Customer Success, and Sales to ship V2 — an AI-native construction management platform deployed across **7 countries** and **10,000+ projects** covering **1.2B+ sqm** of built-up area.

- **Design System & Core Architecture:** Established the tokenized, cross-platform White DS component library to accelerate delivery, and defined a scalable project hierarchy (Org → Group → Project → Asset → Plan) to support complex construction models without rework.
- **Admin Portal:** Designed **User Management** (RBAC roles, bulk actions, invitations) and **Branding Customization** (per-organization logos and color theming), enabling enterprise-grade governance and white-label personalization for each client.
- **Document Management System (DMS):** Built configurable approval flows and task assignments for **Workflows and Tasks**, driving documents through review and closure with full traceability and SLA visibility.
- **Field Intelligence & Spatial Data:** Led end-to-end UX for **360° Reality Capture, Observations**, and **GIS 2D/3D** modules across web and mobile, integrating multi-layer BIM overlays and transforming on-site tracking into structured workflows that connect site and office teams.
- **AI & Knowledge Hub:** Designed **Asif AI**, a context-aware embedded copilot delivering source-cited, natural-language answers powered by a custom-built **Knowledge Hub** of industry codes and specs.

4Sale International Co. | Marketplace, Classified - B2C & C2C

Sr. Product Designer & DS Advocate

Jan 2022 - May 2025

Mirqab, Kuwait - Hybrid

I collaborated closely with cross-functional teams, including PMs, Developers, Customer Support, and Marketing Team to align design initiatives with business goals.

Some of the Achievements:

- **Reduced production costs by 50% and accelerated time-to-market** by building "Condor DS," a comprehensive design system that streamlined cross-functional collaboration and minimized code maintenance.
- **Achieved a 69% user adoption rate within 3 months** for the new Bundles screen, significantly outperforming legacy payment plan flows.
- Lifted business section **conversion rates by 30%** by designing and executing an **A/B testing** strategy for the Automotive Home screen visibility.
- **Increased unique "Buy Credits" clicks by 53%** and **drove 47% more traffic to the purchase page** by redesigning the account screen and introducing a strategic wallet card.
- Expanded homepage **ad inventory by 500%** (from 20 to 120 slots) while simultaneously **improving load performance by 12% on mobile and 11% on desktop** through a strategic website redesign.

Design Beats | Design Studio

Product Designer

Nov 2021 - Jan 2022

Cairo, Egypt - Remotely

I collaborated with **CEQUENS** as part of an outsourced team to redesign their website.

- Working closely with marketing and front-end developers, and utilizing the Scarlet Design System, we successfully **increased the site's conversion rate by 15%**.

Taslema | On-Demand Delivery - B2C

Product Designer

Feb 2021 - Oct 2021

Al Minya, Egypt - Remotely

- Expanded Taslema's logistics ecosystem by delivering the end-to-end design of the "**Courier App**", subsequently securing the lead role to architect the "**Vendor App**" to streamline merchant operations.

Simpleia | UX Consultation

UX Designer

Jul 2019 - May 2020
Cairo, Egypt - On-site

- **Led the design of "Hive Ride"** (Internal Product), an end-to-end ride-hailing solution for school kids.
- Delivered end-to-end product strategies for top-tier clients, including **elmenus**, **EFG Hermes**, and **Abwaab**.
- Led end-to-end design lifecycles from research to high-fidelity UI, bridging business requirements with user needs for startups and enterprises.

Honors & Awards

Honored twice as the Star of the Month, becoming **the only employee in the company's history to receive this recognition more than once**.

Star of the Month | Nov 2024

4Sale International Co.

Star of the Month | Jun 2023

4Sale International Co.

Education

AI for Product Management Course | 2025

Pendo

UX Grand Course | 2019

Simpleia

Computer Science BSC | 2015 - 2019

Faculty of Computers and Information Minia University

Volunteering Experience

UX/UI Instructor | Mar 2020 - May 2020

at Google Developers Group Minia City

Technical Team Leader | July 2016 - Aug 2018

at IEEE Minia SB

Skills & Expertise

- **Product Strategy:** Design Roadmapping, Stakeholder Management, Cross-functional Alignment, Dealing with Ambiguity.
- **UX & Interaction:** User Research, IA, Prototyping, Usability Testing.
- **Design Systems & UI:** Design System Architecture (Tokenization, Components), UI.
- **Leadership:** Mentorship, Workshop Facilitation, Critical Thinking, Decision Autonomy.