AHMED MASOUD, PMP

Senior Principal UX/UI Design Lead at Mawhiba

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🔗 https://www.linkedin.com/in/ahmedmasoud/   📍 Riyadh

SUMMARY

With over 15 years of strong UX UI experience and certified PMP. I'm driven to create engaging, user-centered web experiences. My expertise in prototyping with Figma, and conducting usability testing has significantly improved product adoption rates. I am passionate about leveraging insights to design intuitive interfaces that meet business goals.

EXPERIENCE

Senior Principal UX/UI Design Lead

Mawhiba

📅 09/2018 - Present   📍 Riyadh, Saudi Arabia

- Leading UI/UX Design throughout the entire product lifecycle, from initial explorations through final design deliverables including high/low fidelity prototypes.
- Conduct user research, applying design thinking principles, developing wireframes, prototyping and creating visual designs.
- Understand pain points to reduce user frustration and support tickets leading to significant UI/UX improvements.

Senior UI Design Team Lead

Link Development

📅 03/2016 - 08/2018   📍 Cairo, Egypt

- Leading team of UI Developers
- Conduct technical interviews and KPI
- Training plans to develop and unify UI skills among all team

UI Design Lead

Link Development

📅 05/2011 - 03/2016   📍 Cairo, Egypt

- Design applications user experience, applying standard user-centered design guidelines and techniques
- Communicating design strategy and rationale to key stakeholders

Product Support Lead

Link Development

📅 07/2008 - 04/2011   📍 Cairo, Egypt

- Handling support requests on many accounts like dubaicustoms.gov.ae, djezzy.com, linkdotNet.com, MCYCD.gov.ae (Ministry of Culture, Youth and Community)
- Managing MSME (Microsoft Middle East)
- Revamp interfaces and promotional artwork
- Communicate feedback, adapting coaching styles depending on the situation and audience, providing feedback that is specific and constructive and encouraging all team members in incremental performance improvement

Senior UI Developer

Link Development

📅 07/2005 - 07/2008   📍 Cairo, Egypt

Instructor and Web Designer

YAT Learning Centers

📅 08/2003 - 07/2005   📍 Cairo, Egypt

CERTIFICATION

UX Management: Strategy and Tactics
The Interaction Design Foundation

AI-Powered UX Design
The Interaction Design Foundation

PMP - Certified Project Management Professional
Project Management Institute (PMI)

PRMG 020 - Managing Project Resources
AUC - School of Continuing Education

DESIGN RULES: Principles + Practices for Great UI Design
Udemy

After Effects: The Complete Guide to Adobe After Effects
Udemy

User Experience: The Beginner's Guide
The Interaction Design Foundation

Agile Project Management: Scrum Step by Step
Udemy

Learn animation using CSS3 and HTML5
Udemy

Exam 480: Programming in HTML5 with JavaScript and CSS3
Microsoft

LANGUAGES

Arabic
Native   ●●●●●

English
Proficient   ●●●●○

EDUCATION

Master's Degree in Web Design & Multimedia Development

IBM, Information Technology Incorporation (ITInc)

📅 01/2002 - 12/2003

Bachelor's degree, Commerce

Ain Shams University

📅 01/1996 - 12/2000

PROJECTS EXAMPLES

Mawhiba

🔗 https://www.mawhiba.org

International Chemistry Olympiad

🔗 https://www.icho2024.sa

Kangaroo Talent Math Competition

🔗 https://www.kangarooksa.org

Asian Physics Olympiad

🔗 https://www.apho2025.sa

ATHKA

🔗 https://aiolympics.mawhiba.org/

The Global Conference For Giftedness & Creativity

🔗 https://gcgc2022.mawhiba.org

Bebras Talent Informatics Competition

A15

Dubai Customs

EPG (Emirates Post Group)

OTMT - Orascom Telecom Media and Technology Holding

EGAS

WIND CAP

Qatar National Day

TECHNICAL, SOFT SKILLS

Figma　Photoshop

Design Systems　Prototyping

Midjourney　CSS3　HTML 5

User Interface Design

Web Development　After effects

Adobe XD　Google Analytics

Search Engine Optimization (SEO)

SharePoint　Training & Development

Leadership　Project Management

Agile　jQuery　Front-end

MS Office

VOLUNTEERING

Professional Speaker

Facebook Developer Circle: Cairo Meetup

INTERESTS

💎　**Squash Sport**

💎　**Epic Music**

💎　**Science fiction Movies**

PORTFOLIO

amasoud.com