

Mohamed Khaled

Product Designer

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Summary

Product Designer who works deliberately and thinks in outcomes. I've helped build products from early concepts to shipped features across marketplaces, consumer apps, and internal tools. Doing research, UX, UI, and actively seeking to understand the business logic behind every problem. I care about the whole problem, not just the screen.

Experience

Product Designer WUZZUF & Forasna August 2024 – Present

- Own end-to-end product design on Forasna, an Arabic-only blue & grey collar jobs platform serving millions of users across Egypt
- Took a systematic, high-frequency shipping approach to UX, tackling discoverability, navigation, and application flow friction across job seeker and employer experiences
- Designed a card-level apply feature that increased applications per active job seeker by 40% YoY over three sustained months, and grew browsing pages' share of total applications by 25%
- Lifted applications per job post by 34% YoY in Mar-Apr 2026, despite a 17% decline in available job posts
- Contributed to WUZZUF's CV search: restructured employer-facing filters based on GA4 data, introduced quick filtering, and added an unlocked profiles filter
- Co-designed a frictionless "apply with CV" onboarding flow enabling first-time job seekers to apply without completing full signup, increasing first application

UI/UX Designer Nawy December 2021 – August 2024

- Started as a solo designer and ended up in a team of 4 with solid contribution to team dynamics and design collaboration
- Delivered a UI redesign of nawy.com within the first 45 days, a consumer property portal aggregating verified listings from developers across Egypt
- Designed across the full product suite: consumer web and app, interactive sales map, data entry tool, and a CRM used by 300+ internal staff
- Took Nawy Partners from near-zero to launch. A B2B platform enabling 3,000+ independent brokerages to transact under Nawy
- Conducted user interviews with internal teams and external B2B users; ran A/B tests on consumer-facing features to optimise conversion

UI/UX Designer Kamelizer June 2019 – November 2021

- Worked across a diverse portfolio: coworking space app, will-builder, casual work marketplace, HORECA supply platform, and a food ordering website for Buffalo Burger
- Conducted hiring interviews for design roles and mentored an intern across two products

Graphic Designer AlMakinah 2018

- Handled all graphic communications for a coding bootcamp — social media, course reports, and marketing materials; coordinated with freelance photographers and videographers

Graphic Designer IKEA 2017

- Part of a 3-person design team managing in-store communications across print, installation, and maintenance; handled contractor coordination for large-format orders

Education

German University in Cairo

BSc Mechatronics Engineering

2017

University of the Arts London

UX Design Short Course

2020

IGCSE

2006

Skills

Tools: Figma · Jira · GA4 · Hotjar · Microsoft Clarity · Claude Cowork

Methods: User Interviews · Usability Testing · A/B Testing · Cross-functional Collaboration