



AYMAN TAHER MOAHMED

LEAD PRODUCT DESIGNER

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Digital Product Design Expert with 13+ years of experience shaping digital products and experiences across government, fintech, B2B, e-commerce, and other private-sector industries. His experience spans diverse products, business models, and markets, including large-scale government initiatives across different countries and complex digital ecosystems serving millions of users.

He brings a strategic and multidisciplinary perspective to product design, combining deep expertise in user experience, interface design, design systems, and product thinking with a strong understanding of business and technology.

Beyond product work, he is committed to creating a broader social impact through design education and knowledge sharing, having delivered live and recorded educational content in UX/UI and digital product design to more than 40,000 learners across the region.

**+13 Years**
work experience

**+400 Project**
Freelance

**+50 K Student**
courses & consultation

Impact & Achievements

- Built a multi-platform design system for the NWC governmental sector — covering mobile, websites, portals, and web apps — with native guidelines for Android and iOS and token-based theming supporting more than 7 themes.
- Built and shipped the Aman Super App new experience, leading the UX design of a multi-service super app product — delivering a unified, scalable experience architecture across multiple user journeys.
- Built and managed UX design teams across multiple organizations — establishing design standards, review processes, and mentoring frameworks that accelerated designer growth and elevated team output quality.
- Delivered UX and product design education through ITI, Udemy, DEPI, and Almentor.com with 50,000+ students enrolled — developing structured curricula covering UX fundamentals, research methodologies, and product thinking for Arabic-speaking audiences.
- Designed, structured, and delivered a UX training program for 12 startup projects through Leaders International's Startups Program — serving as both lead UX trainer and evaluation committee member, with hands-on follow-up through full implementation and development.
- Launched and sustained حروف كاست (Hurouf Cast), a design and product podcast producing high-quality episodes on UX leadership, digital transformation, AI's impact on design, and team building — with consistent production and community engagement.

Experience



Senior Product Designer | Design System

National Water Company, Saudi Arabia

As a senior product designer, I specialize in crafting compelling product experiences in close collaboration with cross-functional teams, including product, creative, and marketing. From discovery to delivery, I contribute to the full design lifecycle—translating briefs into actionable design strategy through research, rapid prototyping, testing, and high-fidelity implementation.

Responsibilities included:

- Built a multi-platform design system for the NWC governmental sector — covering mobile, websites, portals, and web apps — with native guidelines for Android and iOS and token-based theming supporting more than 7 themes.
- Use analytics tools such as Google Analytics and Sprinklr to understand user behavior and improve key customer workflows, including billing and payments.
- Support product evolution by helping users adapt to updated features and redesigned workflows.
- Conduct user testing and feedback sessions to validate ideas, identify usability gaps, and inform design iterations.
- Design high-quality experiences across all front-end user touchpoints to improve the end-to-end consumer experience.
- Map and communicate user journeys, defining how users move between features and interfaces to ensure smooth and intuitive flows.
- Define and maintain a unified design language across products, ensuring visual and interaction consistency.
- Apply a user-centered design approach to turn complex requirements into clear, accessible, and meaningful experiences.
- Guide and support other designers through design reviews and knowledge sharing.

Fill time

Governmental

Build Design System

📅 Mar 2025 – Present



Principal Product Designer | Design System

SalesFine, Saudi Arabia

Led the development and adoption of a scalable design system, enabling consistent user experiences across products while improving collaboration between design and engineering teams.

Responsibilities included:

- Led the development, maintenance, and evolution of the company's design system.
- Built and managed reusable UI components, patterns, and design tokens.
- Collaborated with Product Managers and Engineering teams to integrate the design system into product development.
- Created and maintained documentation, component guidelines, and design best practices.
- Managed the component library to ensure accessibility, scalability, and ease of use.
- Drove design consistency across products by promoting design standards and governance.

Fill time

B2B Fintech

Web Apps

Design System

📅 Jul 2024 – Jul 2025



PRODUCT DESIGN LEAD

Aman E-Payment, Egypt

Directed end-to-end technical execution of persuasive product designs, collaborating with cross-functional teams to achieve a 20% faster go-to-market timeline and a 30% improvement in user satisfaction based on post-launch surveys.

Responsibilities included:

- designing and enforcing high-quality design, including ownership of all front-end touch points, to enhance consumer experiences
- Describe and plan the user's journey, and imagine how interaction will flow between pages and features.
- Establishing a consistent language across all of our products and assisting in defining product strategy and vision.
- Retraining current users on new workflows and educating them on new features
- User testing of concepts to assess an idea or change
- Use a user-centric design approach and make sure a notion is simple to comprehend.

Fill time

Fintech & E-commerce

Design System

📅 Feb 2023 – Nov 2024

Experience



SENIOR UX/UI DESIGNER
Rwabett , Cairo

Collaborated with analysts, innovators, and visual designers to create innovative and persuasive Product Design to guide technical execution from briefing to delivery, passing through research, rapid prototyping, and implementation.

Responsibilities included:

- Plan and conduct user research and competitor analysis.
- Interpret data and qualitative feedback.
- Crafted comprehensive user personas and storyboards from user data analysis
- Determine information architecture and create sitemaps.
- Create prototypes, wireframes and Final Design as UI with Hand Over to Coding Step. .
- Business know-how: Understanding of business metrics and the ability to translate company goals and objectives into digital experiences.

Fill time Gaming & E-commerce UI Kit

May 2021– Mar 2023



SENIOR UX/UI DESIGNER
Rwabett , Cairo

I was in charge of developing products that balance user experience and business strategy, and I led the research, prototyping, usability testing, and design of E-commerce tools for existing products. My work includes everything from wire-framing and research assistance to creating visuals for onboarding animations and UI, as well as animating and prototyping.

Responsibilities included:

- Assisting the Tech team in developing Products.
- Balanced user experience and business strategy.
- Led research, prototyping, and usability testing.

Fill time Agency Stakeholders to dev

AUG 2017– JAN 2021



Product Designer
Sajilni - Cairo

Designed digital products for clients across corporate, events, and entertainment industries, delivering engaging websites, landing pages, web applications, and internal business platforms.

Responsibilities included:

- Designed corporate websites and conversion-focused landing pages.
- Built user experiences for web applications and internal business systems.
- Worked on digital products for events and entertainment platforms.
- Created user flows, wireframes, interactive prototypes, and polished UI designs.

Contract Entertainment Apps

Oct 2023 – Mar 2024



UX / UI DESIGNER
Emic-Ads, Saudi Arabia

Create visual designs, banner and User Interface elements, utilizing HTML/CSS, Photoshop, and other digital production tools. I designed launched 8 mobile applications and two websites for the Arab Countries.

Fill time Fintech & E-commerce Design System

Mar 2016 – Nov 2017

Education

Computer and System Engineering

Cairo Higher Institute - CHI

2009 - 2014

CX - Customer Experience Diploma - In Progress

The CX Academy

The Professional Diploma in Customer Experience (CX) is a University Credit-rated Professional Qualification in Customer Experience.

2026

Courses

UX Foundations: Research

Linked In Learning

2020

Figma: Handing off to Developers

Linked In Learning

2022

UX Design Foundations Common Design Patterns Enhancing UX Workflow with AI

Uxcel — Professional Certificates

2025

UX DesignOps: Managing Stakeholders

Linked In Learning

2026

Areas of expertise

UI & UX Design

Mobile App Design

Interaction Design

Information Architecture

User Research

UX Strategy

Data Analysis

Testing

System (Portal) Design

Desing systems

HTML, CSS, Bootstrap

Effective communication

Style guides

Typography

Team work

Prototyping

Journey as Education Consultant

I've worked with organizations including ITI, Ain Shams University, Orange Digital Center, Almentor, eYouth, and Udemey, delivering UX/UI training, workshops, and practical programs aligned with industry needs.

I've also created educational content reaching over 40,000 learners through online courses and training programs.

