

# MAHMOUD SAMI

## Senior Product Designer | Design Systems | Bilingual RTL/LTR Products

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### PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years of experience delivering complex SaaS, enterprise, government, and HR products across the Gulf and the Arab world. Specializes in bilingual Arabic-English experiences, RTL/LTR design systems, information architecture, and developer-ready handoff across web and mobile products.

### CORE EXPERTISE

**Product Design:** End-to-end UX/UI, information architecture, user flows, wireframing, prototyping, usability testing

**Systems & Interfaces:** Design systems, tokens, component libraries, Arabic RTL/English LTR, responsive web and mobile

**Tools & Delivery:** Figma, FigJam, Jira, Notion, Framer, Hotjar, Optimal Workshop, Agile/Scrum, dev-ready handoff

### PROFESSIONAL EXPERIENCE

#### Senior Product Designer | Kafaat Business Solutions

Feb 2026 - Present

*Saudi Arabia | Remote*

- Established the design system foundation across primitives, semantic tokens, components, and documentation.
- Aligned the design team around a shared source of truth and shipped feature design across HR products.
- Designed the Client Portal and its internal Admin Portal for government and corporate clients.
- Owned developer-ready handoff to engineering through delivery.

#### Senior Product Designer | UXArabia

Sep 2024 - Aug 2026

*Amman, Jordan | Remote*

- Designed Saudi government platforms including ZATCA, HRC, and Knowledge Center, applying DGA guidelines where required.
- Created ATPC's design system and platform experience, alongside additional SaaS products.
- Owned the company website and introduced AI-assisted workflows for site builds, design specifications, documentation, and presentations.

#### UI/UX Designer | Kodiee Tech

Aug 2023 - May 2026

*Dubai, UAE | Remote*

- Designed B2C and B2B products across e-commerce, fintech, and healthcare.
- Designed H1 Suite, an AI-enhanced enterprise platform spanning Communicator, Assignment, Mail, SMS, Register, and Alima AI.
- Translated PRDs into developer-ready designs and defined the visual direction for each project.

## PROFESSIONAL EXPERIENCE - CONTINUED

### UI/UX Designer | Jathwa

Feb 2024 - Feb 2026

Saudi Arabia | Remote

- Designed web and mobile products across SaaS, entertainment, marketing, and rewards platforms.
- Led the full revamp of Tawar Nafsak (now Moov) into a gamified experience built around tasks, streaks, progress, and points.
- Delivered Arabic-first responsive interfaces, reusable Figma components, and developer-ready handoffs for Rotana Play, Winzo, Compbox, Screvia, and Jathwa Studio.

### Product Designer | HR Link

Jul 2024 - Jun 2025

Saudi Arabia | Remote

- Led the end-to-end UX/UI and information architecture revamp of HR Link's bilingual HR management platform with the Product Manager.
- Designed a complete employee self-service experience across web and mobile applications.
- Created the company landing page, email templates, widgets, and supporting product interfaces.

### Freelance UI/UX Designer | Self-Employed

Jan 2023 - Jun 2024

Egypt | Remote

- Delivered independent UI/UX engagements across web and mobile products.

## EARLIER EXPERIENCE

### UI/UX Designer | Afex Logistics

Aug 2022 - Sep 2022

Saudi Arabia | Remote

- Redesigned the B2B logistics interface and introduced a quote-request feature for shipment inquiries.

### UI/UX Designer | SHARE ADAWLI

Sep 2020 - Sep 2022

Saudi Arabia | Remote

- Turned sketches and concepts into interactive UI designs and collaborated with developers through implementation.

### UI/UX Designer | Fleeti

Aug 2020 - Jul 2022

Saudi Arabia | Remote

- Refined fleet-management UX, built the design system foundation, and iterated through feedback and usability testing.

**Additional Experience:** Freelance UI/UX Designer, Self-Employed | Mar 2019 - Aug 2020

## EDUCATION & CREDENTIALS

**Education:** B.Sc. in Computer Science, Minufiya University, Egypt | 2018 - 2022

**Certifications:** Product Management Foundations – Strategy to Launch (Udemy, 2026); Ultimate Figma Masterclass and Practical User Research & Strategy (Designership, 2025); Information Architecture and UX Research (UXGate, 2024); Foundations of User Experience (UX) Design (Coursera, 2022); Visual Design: The Ultimate Guide, User Experience: The Beginner's Guide and Design Thinking: The Ultimate Guide (IxDF, 2022); Visual Elements of User Interface Design (Coursera, 2020)

## LANGUAGES

**Arabic:** Native | **English:** Professional Working Proficiency