

# Hi, I'm Osama: A Product Design Lead.

As a Product Design Lead, I oversee the UX design process for digital products. I manage a team of designers to conduct user research, build wireframes and prototypes, and create engaging user interfaces.

I possess expertise in design thinking, design systems, and interaction design. I stay up-to-date with the latest design trends and technologies.



## Contact

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## Work Experience

### UX Lead @ “FPT Software”

Aug 2023 – Current | Kuala Lumpur, Malaysia

- A part pf largest UX team in Malaysia with over 80 designers
- Oversaw daily operations, providing mentorship for team members.
- Ensured design deliverables met quality standards and processes.
- Conducted thorough design reviews to maintain high-quality standards.
- Facilitated workshops to uncover user needs and insights.
- Implemented methodologies to streamline processes and enhance collaboration.
- Collaborated with stakeholders to align design with business goals.

### Product Design Lead @ “WhipMobility”

Jan 2022 – Current (1 Year, 5 Months) | Kuala Lumpur, Malaysia

- Manage a design team for mobile apps and web platforms.
- Meet stakeholders, and prioritize features by business value.
- Conduct user research, and identify pain points.
- Work with the team to define problems, build wireframes, and prototypes, and conduct usability testing.
- Create user journeys, personas, and empathy maps.
- Create a design system for consistency and efficiency.
- Develop a restructuring plan to optimize workflow.
- Continuously monitor user feedback to make data-driven decisions.

## Product Owner @ “WhipMobility”

Oct 2021 – Jan 2022 (4 Months) | Kuala Lumpur, Malaysia

- Manage a team of 10 developers, designers, and testers.
- Conduct user interview sessions.
- Create requirements, hypothesis, user stories, and acceptance criteria.
- Identify dependencies between teams and work with them to address those dependencies
- Prioritize features based on value and effort.
- Create short and long road map for the team.
- Present features to the team during PI or Sprint Planning.
- Demo released features to the Project Manager.

## Senior Product Designer @ “Ultradata”

September 2018 – October 2021 (+3 Years) | Kuala Lumpur, Malaysia

- Lead a team to create dynamic templates for Websites and Mobile apps “Online Banking systems”
- Created a Dynamic design template using Adobe XD.
- Built a Design system components.
- Change the design process to save more than 70% of the time.
- Convert the high fidelity to Code using "HTML5, SASS, CSS3, Bootstrap, and Java Script"
- Built responsive websites and Mobile apps for Online banking systems based in Australia

## Senior UI/UX Designer @ “MOBE”

October 2016 – August 2018 (+1.75 Years) | Kuala Lumpur, Malaysia

- Design thinking, Create Wireframes and Prototypes for Websites and Mobile Apps.
- Built a platform for Online Courses using "Adobe XD, and Sketch"
- Convert UI Designs to Code using HTML5, CSS3, and SASS.
- Lead a small team of Designers

## Senior UI/UX Designer @ “Nuitex”

August 2015 – September 2016 (+1 Year) | Cairo, Egypt

- Work with a team to create Websites and Mobile apps for Saudi Arabia's government
- Discover a persona and point out users' problems
- Solve the user's problem by creating a wireframe.
- Create a prototype using Sketch App.

## Senior UI/UX Designer at “NabdaCare”

June 2014 – July 2015 (+1 Year) | Cairo, Egypt

- Designed Native Mobile apps for the Healthcare industry using Photoshop.
- Create a wireframe using Axure App
- Create a prototype using Invision App
- Discover personas after user research and Interviews

## Senior UI/UX Designer at “Starware Group”

July 2010 – May 2014 (4 year) | Cairo, Egypt

- Design websites for the most popular news wallpapers in Egypt and the Middle East using Adobe Photoshop.
- Built a wireframe using Axure App and Balsamiq
- Led team of designers "4 designers"

## Senior Graphic Designer at “DG”

July 2009 – June 2010 (1 year) | Cairo, Egypt

- Created a graphic design for advertising company
- Design creative "Posters, Flyers, Videos"
- Followed up on all printing processes

## Skills

User Research, Design Thinking, Design System, Wireframes, Prototypes, UI Design, Interaction Designs, App Design, Web Design, Team management.

## Tools

Adobe XD, Figma, Sketch, InvisionApp, Miro, Axure, Photoshop, Illustrator, Aftereffect Balsamiq, Framer, and more

## Education

Bachelor of Commerce Division of Accounting, Tanta University, Egypt.

## Certificate



GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE, 2022

INPROGRESS



CERTIFIED SAFE® 5 PRODUCT OWNER/PRODUCT MANAGER

[https://www.credly.com/badges/749e4001-2045-4399-9b83-dee8456399aa?source=linked\\_in\\_profile](https://www.credly.com/badges/749e4001-2045-4399-9b83-dee8456399aa?source=linked_in_profile)  
Starting 2022



Introduction to Web and eCommerce User Experience Design

Udemy, License UC-7EHQT9RH  
<https://www.udemy.com/certificate/UC-7EHQT9RH/>  
Starting October 2016



UX & Web Design Master Course: Strategy, Design, Development

Udemy, License UC-6N6SD0PH  
<https://www.udemy.com/certificate/UC-6N6SD0PH/>  
Starting October 2016