

Mohamed Hassan

Product Management & Customer Experience

Digital Solutions | Government, Banking & Payments

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PROFESSIONAL SUMMARY

Digital product and customer experience professional with 13+ years in digital experience across the UAE, Saudi Arabia and Egypt. Combine product strategy, discovery and delivery with CX governance and service design. Lead CX across **165+** Dubai Municipality services serving **2M+** users; own backlog prioritisation and sprint/release decisions at Dubai Municipality and previously at Taly. Launched three payment products in Taly's first year and built a partner ecosystem that acquired **3,000 B2B** customers in the first two months.

CORE SKILLS

Product: Product strategy and roadmaps; discovery; market and competitive analysis; business cases and return on investment (ROI); product requirements documents (PRDs); user stories; backlog prioritisation; sprint/release decisions; vendor management; Agile/Scrum.

Customer experience: CX strategy and governance; customer research; journey mapping; service design and blueprinting; design thinking; co-creation; prototyping; accessibility; A/B and usability testing.

Measurement: Voice of Customer (VoC); customer satisfaction (CSAT); Net Promoter Score (NPS); customer effort score (CES); funnel analytics; key performance indicators (KPIs).

Tools: Figma, Miro, Jira, Confluence, Notion; Mixpanel, Hotjar, Google Analytics; Power BI, Tableau.

Languages: Arabic: native. English: fluent.

PROFESSIONAL EXPERIENCE

Digital CX Designer

Dubai Municipality

Feb 2023 - Present

CX strategy and service design lead, Digital Transformation Department | Full-time, Dubai

- Lead CX strategy, service design, research and measurement across **165+** digital services serving **2M+** users; own backlog prioritisation and sprint/release decisions.
- Built the CX framework across CSAT, NPS, CES and funnel analytics; translate **50,000+** monthly Voice of Customer interactions into service priorities.
- Led Build in Dubai experience strategy and service redesign, unifying developers, contractors, consultants and owners in one journey and platform.
- Authored portal and mobile-app strategy through market and competitive benchmarking and a **100-idea** opportunity catalogue; incorporated the municipality's AI persona and shared government channels.
- Contributed to the plan that raised housing-fee service revenue by **30%** in 2024; defined Weak Signals requirements and UAE Food Bank product strategy.
- Facilitate monthly design-thinking workshops and the Design Lab with engineering, data science and consulting teams; validate concepts and mentor junior designers.

Senior CX Consultant

Emkan Finance (Al Rajhi Bank)

Jul 2022 - Feb 2024

App relaunch | Part-time contract, remote, Saudi Arabia

- Led CX strategy for the native iOS and Android app relaunch serving **500K+** users, redesigning onboarding and lending journeys. App-store rating improved from **2.7 to 4.3**.
- Translated customer research and co-creation into prototypes; used usability and A/B testing to refine journeys and worked with developers on implementation.
- Established the measurement framework and design system; presented strategy to C-level executives. Design system reduced development time by **35%**; daily active users increased by **45%**.

Product Manager

Taly for Digital Payments (Banque du Caire)

Aug 2021 - Oct 2022

Digital Payments | Full-time, Cairo

- Owned payments strategy, roadmaps and business cases; defined PRDs and user stories, prioritised the backlog and directed sprint/release decisions with design, engineering, business and compliance teams.
- Launched **three products** in the first year: acquiring, e-commerce payments and corporate card issuance, under Central Bank of Egypt regulation.
- Built a partner ecosystem across banks, e-commerce platforms, merchants and corporates; acquired **3,000 B2B** customers in the first two months.
- Presented product performance, ROI and investment recommendations to the executive committee; managed vendors against service level agreements (SLAs) and KPIs.

Independent Product Design Consultant

Self-employed

Jun 2018 - Sep 2021

Client engagements alongside full-time roles | Egypt, Saudi Arabia and UAE

- Link Development / Monshaat, 2019-2020: designed five SME products, including consultation, franchise and service-package recommendations; led requirements, prototypes and developer handoffs. Work cited in a three-year vendor contract renewal.
- Tiqmo, 2020-2021: led core-product and client-solution design delivery, mentored the design team and introduced reviews that reduced revision cycles.
- Modus Capital, 2021: designed a MENA investment and wealth-management platform from concept to launch, working with compliance on regulatory requirements.
- Dataplus Information Systems, 2018-2021: designed executive dashboards and business intelligence interfaces on Tableau.

Product Design Lead

Inetum Middle East

Mar 2020 - Mar 2021

- Delivered the Abu Dhabi Department of Economic Development services portal with rule-based routing and business-setup recommendations, and Umm Al Quwain Municipality's portal and mobile app.
- Led and coached a product design team of 3 to 8 members; integrated research and stakeholder feedback into prototypes, accessible interfaces and development handoffs through launch.

Product Design Lead

PaySky

Feb 2017 - Apr 2019

- Led UX for payment products serving **1M+** users and **2B EGP** in transactions: Yalla super-app wallet, Android POS adopted by **five Egyptian banks**, and Meeza transaction management. Consumer app rated **4.5 stars**.

EARLIER EXPERIENCE

Senior UI/UX and Graphic Designer

Edfa3ly

2015 - 2017

Graphic and UI Designer

Nfsak

2013 - 2016

Web Production Manager

Cobone (Jabbar Group)

2011 - 2013

EDUCATION

Bachelor of Commerce, Accounting and Finance, English section

Benha University, Egypt

2007