

Mohamed Hassan

DIGITAL CX DESIGNER

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PROFILE

I bring product management, customer experience and design together to make digital services easier to understand and use. My work spans government services, payments, lending and venture products across the UAE, Saudi Arabia and Egypt. I move between product direction and the detail of a service blueprint, backlog or interface.

EXPERIENCE

DIGITAL CX DESIGNER

Dubai Municipality | 2023-present

Lead CX strategy, research, and governance across 165+ services serving 2M+ users, driving customer-centric transformation, digital platform unification, and cross-functional alignment. Established CX frameworks and measurement practices, contributing to a 30% revenue increase in 2024 through housing-fee commercial initiatives.

SENIOR CX CONSULTANT

Emkan Finance, Al Rajhi Bank · Part-time | Jul 2022 - Feb 2024

Led the native app relaunch for 500K+ users, integrating CX research, lending journeys, and design systems to increase app ratings from 2.7 to 4.3, reduce development time by 35%, and grow daily active users by 45%.

PRODUCT MANAGER

Taly for Digital Payments, Banque du Caire | Aug 2021 - Oct 2022

Led end-to-end product strategy, roadmaps, and delivery, launching 3 payment products in the first year and scaling the ecosystem from 0 to 3,000 B2B customers in just 2 months, driving rapid market adoption through banking partnerships, cross-functional leadership.

PRODUCT DESIGN LEAD

Inetum Middle East | Mar 2020 - Mar 2021

Led and coached 3–8 designers on Abu Dhabi DED and Umm Al Quwain government portals, guiding research, accessibility, handoff and executive reviews.

PRODUCT DESIGN CONSULTANT

Monshaat KSA SME Authority | 2019 – 2020

Designed five SME products; led requirements, research, co-creation, prototypes and handoffs. Presented to ministry officials; work was cited in a three-year vendor contract renewal.

EARLIER EXPERIENCE

PaySky | Product Design Lead, Feb 2017 – Apr 2019

Edfa3ly | Senior UI/UX & Graphic Designer, 2015–2017

Nefsak | Graphic & UI Designer, 2013–2016

Cobone | Web Production Manager, 2011–2013

PRACTICE

RESEARCH & SERVICE DESIGN

VoC, interviews, personas, journeys, blueprints, usability and A/B testing.

SYSTEMS & DELIVERY

Design systems, Arabic/English RTL, prioritisation, governance and SOPs.

QUALITY & INCLUSION

WCAG, People of Determination, behavioural insights and Seven-Star readiness.

TOOLS

Figma, Miro, Notion, Jira, Confluence, Mixpanel, Hotjar, Google Analytics, Power BI and Tableau.

CONSULTING

TIQMO, MODUS AND DATAPLUS.

Jun 2018 – Sep 2021

Advanced Business Strategy; Foundations of Business Strategy. University of Virginia via Coursera, 2024.

EDUCATION

BCOM, ACCOUNTING

Benha University, 2007

Advanced Business Strategy; Foundations of Business Strategy. University of Virginia via Coursera, 2024.