

AHMED MASOUD, PMP

Senior Principal UX/UI Design Lead at Mawhiba

+966580275632 ahmedmasoud@gmail.com amasoud.com
https://www.linkedin.com/in/ahmedmasoud/ Riyadh



SUMMARY

With over 15 years of strong UX UI experience and certified PMP. I'm driven to create engaging, user-centered web experiences. My expertise in prototyping with Figma, and conducting usability testing has significantly improved product adoption rates. I am passionate about leveraging insights to design intuitive interfaces that meet business goals.

EXPERIENCE

Senior Principal UX/UI Design Lead

Mawhiba

09/2018 - Present Riyadh, Saudi Arabia

- Leading UI/UX Design throughout the entire product lifecycle, from initial explorations through final design deliverables including high/low fidelity prototypes.
- Conduct user research, applying design thinking principles, developing wireframes, prototyping and creating visual designs.
- Understand pain points to reduce user frustration and support tickets leading to significant UI/UX improvements.

Senior UI Design Team Lead

Link Development

03/2016 - 08/2018 Cairo, Egypt

- Leading team of UI Developers
- Conducted technical interviews and KPI
- Training plans to develop and unify UI skills among all team

UI Design Lead

Link Development

05/2011 - 03/2016 Cairo, Egypt

- Design applications user experience, applying standard user-centered design guidelines and techniques
- Communicating design strategy and rationale to key stakeholders

Product Support Lead

Link Development

07/2008 - 04/2011 Cairo, Egypt

- Handling support requests on many accounts like dubaicustoms.gov.ae, djezzy.com, linkdotNet.com, MCYCD.gov.ae (Ministry of Culture, Youth and Community)
- Managing MSME (Microsoft Middle East)
- Revamp interfaces and promotional artwork
- Communicate feedback, adapting coaching styles depending on the situation and audience, providing feedback that is specific and constructive and encouraging all team members in incremental performance improvement

Senior UI Developer

Link Development

07/2005 - 07/2008 Cairo, Egypt

Instructor and Web Designer

YAT Learning Centers

08/2003 - 07/2005 Cairo, Egypt

CERTIFICATION

UX Management: Strategy and Tactics

The Interaction Design Foundation

AI-Powered UX Design

The Interaction Design Foundation

PMP - Certified Project Management Professional

Project Management Institute (PMI)

PRMG 020 - Managing Project Resources

AUC - School of Continuing Education

DESIGN RULES: Principles + Practices for Great UI Design

Udemy

After Effects: The Complete Guide to Adobe After Effects

Udemy

User Experience: The Beginner's Guide

The Interaction Design Foundation

Agile Project Management: Scrum Step by Step

Udemy

Learn animation using CSS3 and HTML5

Udemy

Exam 480: Programming in HTML5 with JavaScript and CSS3

Microsoft

LANGUAGES

Arabic

Native



English

Proficient



EDUCATION

Master's Degree in Web Design & Multimedia Development

[IBM, Information Technology Incorporation \(ITInc\)](#)

📅 01/2002 - 12/2003

Bachelor's degree, Commerce

[Ain Shams University](#)

📅 01/1996 - 12/2000

PROJECTS EXAMPLES

Mawhiba

🔗 <https://www.mawhiba.org>

International Chemistry Olympiad

🔗 <https://www.icho2024.sa>

Kangaroo Talent Math Competition

🔗 <https://www.kangarooksa.org>

Asian Physics Olympiad

🔗 <https://www.apho2025.sa>

The Global Conference For Giftedness & Creativity

🔗 <https://gccg2022.mawhiba.org>

Bebras Talent Informatics Competition

A15

Dubai Customs

EPG (Emirates Post Group)

OTMT - Orascom Telecom Media and Technology Holding

EGAS

WIND CAP

Qatar National Day

TECHNICAL, SOFT SKILLS

[Figma](#) [Photoshop](#)

[Design Systems](#) [Prototyping](#)

[Midjourney](#) [CSS3](#) [HTML 5](#)

[User Interface Design](#)

[Web Development](#) [After effects](#)

[Adobe XD](#) [Google Analytics](#)

[Search Engine Optimization \(SEO\)](#)

[SharePoint](#) [Training & Development](#)

[Leadership](#) [Project Management](#)

[Agile](#) [jQuery](#) [Front-end](#)

[MS Office](#)

VOLUNTEERING

Professional Speaker

[Facebook Developer Circle: Cairo Meetup](#)

INTERESTS

💎 [Squash Sport](#)

💎 [Epic Music](#)

💎 [Science fiction Movies](#)

PORTFOLIO

amasoud.com