

Ahmed Mowgoud

PRODUCT DESIGN | DESIGN SYSTEMS | DESIGN OPS | VISUAL DESIGN | ART

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Summary

Bilingual Designer, Artist and Design Systems Expert based in Dubai.

18+ years of experience. And this doesn't just mean 1 year repeated 18 times. My career is not linear. I'm self taught, Read a thousand books. (literally). and forever seeking growth and knowledge.

I worked in branding, graphic design, Marketing, Visual Design, UI/UX and Product design. And now I run my own workshop/studio where I do art and design practice.

I take pride in my craft(s). I think deeply & research thoroughly. name my layers, organize my components, tokenize my systems, and validate with real users. while always trying to understand people. emotions, flaws, anxieties, frustrations and all.

In the last 5 years, I led UI Designs, Design Ops, Arabic localisation and Design Systems in complex projects with clients such as Neom, Heathrow, ADCB, Omantel, VW, TECOM, TAMM, DCT, Abu Dhabi Government.

Before that, My work as a freelancer or through agencies was with Pepsi, Dubai Media Office, Vodafone. and lots of other clients.

Experience

Studio Shargi — Founder, Designer (Jun 2026 – Present, Dubai, UAE)

Self-employed

a boutique studio crafting games, educational play, AI skills, and apps

SYPartners — Product Design Lead (Apr 2026 – Jul 2026)

Contract · Abu Dhabi Emirate, United Arab Emirates · Remote

worked on NPO Alawaleen project. developed 2 websites and 3 educational games in 12 weeks.

Valtech — Senior Product Designer (Feb 2026 – May 2026)

Contract · Dubai, United Arab Emirates · Remote

Working on Atlantis & One & Only Prototypes.

Publicis Sapient — Design Lead (Nov 2019 – Sep 2025 , Dubai, UAE)

- **2025 / Neom /**

Leading UX, and UI designs for Neom App Wildlife section

- **2024 / Omantel /**

Leading Design System restructuring and tokenization. & Designing Omantel new super app homepage and a few services flows.

- **2023 / Heathrow /**

Leading UI design and design system development for Heathrow.com [retail](#), [parking](#), and [transport](#) sections.

- **2022 / ADCB /**

Worked as Senior Designer for ADCB, handling multiple products mainly for [ADCB business banking](#), [ProCash](#), corporate banking, [commercial account opening](#), Salary transfer services and companies onboarding mobile app.

- **2022 / TECOM /**

Creative Design support, UI, and redesigning multiple services such as [GoFreelance](#), [Dubai internet city website](#), [Dubai media city website](#), [Dubai knowledge park website](#)), and [Dubai Science park website](#)

- **2021 / DCT /**

Led Arabic Design and localization for [visitabudhabi.ae](#) delivering all Arabic screens for both web and mobile app.

- **2020 / Tamm /**

Led Product Design for Educational journeys and service migration from ADEK (Abu Dhabi Education and Knowledge) to TAMM's platform. including UX journeys. Delivered [12 services](#) in 6 months.

Merkle — Product Designer (May 2019 – Oct 2019, Dubai, UAE)

- Delivered digital products and campaigns for MG, Zeiss, Philips, Yamaha, Suzuki, NBF, Dolby, and Emirates.

Self-Employed — UI/UX Designer & Developer (Nov 2018 – Jun 2019, Dubai, UAE)

- Supported clients worldwide with research, and UX/UI design,

Tonic International — Senior UX/UI Designer (Nov 2017 – Feb 2019, Dubai, UAE)

- Led digital-product design from UX research to visual design, creating wireframes, prototypes, and user journeys.

Baseetta — Co-Founder & Head of Design (Mar 2012 – Nov 2017, Egypt)

- Oversaw design strategy, culture, and client management for Nestlé, Nescafé, Toyota Al-Futtaim, Pepsi, Unilever, and Indian Embassy Egypt.

Education

Cairo University — B.Sc. in Business Commerce (2002 – 2006)

Skills

Design: Design Systems, Product Design, Visual Design, UI/UX, Design Ops

Tools: Figma, Adobe XD, Photoshop, Illustrator, HTML/CSS.

Art: Printmaking, Letterpress, Linocut, Art Installation.

Languages

English — Native or Bilingual

Arabic — Native or Bilingual