MUHAMMAD ELDEEP
SENIOR UI/UX DESIGNER

Portfolio: mudeep.net

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SUMMARY

Senior UI/UX Designer with 6+ years of experience crafting user-centered digital experiences for web and mobile products. Strong expertise in UX research, interaction design, and scalable design systems. Proven ability to collaborate with cross-functional and global teams, translate complex requirements into intuitive solutions, and deliver high-quality, accessible interfaces aligned with business goals.

CORE UX & UI SKILLS

SaaS Product Design, Human-Centered Design, UX Research, Interaction Design, Information Architecture, User Flows, Journey Mapping, Wireframing, Prototyping, Usability Testing, Design Systems, Accessibility (WCAG), Responsive Web & Mobile Design.

TOOLS & METHODOLOGIES

UI/UX & PROTOTYPING: Figma (Design Systems, Auto Layout, Prototyping, Variants), Adobe XD

UX RESEARCH & ANALYSIS: FigJam (Workshops, User Flows, Journey Maps), Notion (UX Docs, Research Notes), Google Forms (Surveys), Hotjar (Heatmaps & Session Recording), Maze (Usability Testing), UserTesting (User Interviews & Testing)

UX RESEARCH & PRODUCT DESIGN: User Research, User Flows, Journey Mapping, Wireframing, Usability Testing, Information Architecture

DESIGN SYSTEMS & DELIVERY: Design Systems, Component Libraries, Agile / Scrum, Developer Handoff, Design QA, User Story Mapping

ANALYTICS & OPTIMIZATION: Usability Testing, Data-Driven UX Decisions, Product Metrics Collaboration

GRAPHIC & VISUAL: Adobe Illustrator, Adobe Photoshop

SaaS EXPERIENCE

- Led the full design of a Point of Sale (PoS) system end-to-end, owning the product UX from scratch.
- Played a Business Analyst role, defining approximately two-thirds of the business logic, workflows, and system requirements for the PoS system.
- Worked on a complete Inventory Management application, focusing on usability, efficiency, and operational flows.
- Designed and delivered SaaS-based web and mobile products from concept to production.
- Worked on AI-powered SaaS platforms, internal enterprise systems, and scalable dashboards.
- Designed multi-tenant systems, role-based access flows, and complex user journeys.
- Built and maintained scalable design systems tailored for SaaS environments.
- Improved onboarding, retention, and feature adoption through data-driven UX decisions.
- Collaborated closely with product managers and engineers to align UX with business KPIs.

WORK EXPERIENCE

Senior UI/UX Software Designer | Global Experts – Business Services   Dec. 2024 – Present

- Led end-to-end UI/UX design for complex digital products and internal platforms.
- Applied human-centered design principles to solve usability and workflow challenges.
- Defined user flows, interaction patterns, and high-fidelity UI designs.
- Designed responsive dashboards and data-driven interfaces with accessibility best practices.
- Collaborated with product managers and developers to ensure design feasibility and quality.
- Improved overall user satisfaction by 15% and boosted feature adoption by 25% through iterative design and feedback cycles, confirmed via analytics and usability testing.

Senior UI/UX Designer | Bayad – AI Platform (Part-Time)   Jun. 2024 – Present

- Led the end-to-end design and launch of an AI-driven platform, leading to 500+ early user sign-ups and achieving 90%+ compliance with established usability standards.
- Established information architecture and onboarding journeys.
- Created wireframes, prototypes, and high-fidelity UI aligned with usability standards.
- Worked closely with engineering teams to ensure pixel-perfect implementation.
- Iterated designs based on user feedback, testing results, and analytics insights.

UI/UX Designer | Planets Agency (Part-Time)   Jun. 2022 – Jun. 2024

- Conducted qualitative and quantitative user research.
- Created personas, journey maps, and detailed user flows.
- Designed wireframes and interactive prototypes for web and mobile applications.
- Maintained and evolved design systems to ensure visual and functional consistency.
- Collaborated with product owners and developers to align UX with business objectives.

Head of Creative Design | Dribs 'n Drabs   Aug. 2020 – Aug. 2024

- Led UI/UX and visual design projects for startups and established brands.
- Defined creative direction and ensured consistent design quality.
- Worked directly with clients to translate business needs into effective user experiences.
- Reviewed and mentored junior designers.

CERTIFICATIONS & PROFESSIONAL TRAINING

UX/UI Design Mastery Course – UX Peak   2021
Advanced training covering UX strategy, user research, interaction design, usability testing, design systems, and real-world product case studies.

EDUCATION

University of Beni Suef, Egypt   2021
Bachelor's Degree in Law