

# MUHAMMAD ELDEEP

SENIOR PRODUCT DESIGNER

*Portfolio:* [mudeep.net](https://mudeep.net)

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## SUMMARY

Senior Product Designer with 6+ years of experience designing scalable SaaS, AI-powered, and enterprise products across web and mobile platforms. Skilled in solving complex product challenges through user research, product thinking, interaction design, and data-driven decision making. Experienced in leading end-to-end product design processes, collaborating with cross-functional teams, defining workflows and business requirements, and delivering impactful user experiences aligned with business KPIs and user needs.

## CORE PRODUCT DESIGN SKILLS

Product Strategy, SaaS Product Design, UX Research, Interaction Design, Information Architecture, User Flows, Feature Discovery, Design Systems, Product Thinking, User Journey Mapping, Usability Testing, Cross-functional Collaboration, Product Lifecycle, Data-Driven Design Decisions, Accessibility (WCAG), Responsive Design, Design Leadership.

## PRODUCT DESIGN EXPERTISE

**PRODUCT DISCOVERY:** User Interviews, Problem Framing, Competitive Analysis, Opportunity Mapping

**AGILE PRODUCT DEVELOPMENT:** Agile / Scrum, Sprint Planning, Iterative Design, Cross-functional Collaboration

**USER-CENTERED DESIGN:** User Research, User Flows, Journey Mapping, Wireframing, Usability Testing, Information Architecture

**REQUIREMENT GATHERING:** Business Requirements, User Needs Analysis, Workflow Definition, Functional Requirements

**PRODUCT METRICS:** User Behavior Analysis, Feature Adoption, Usability Insights, KPI-driven Decisions

**FEATURE PRIORITIZATION:** Impact vs Effort Analysis, User Value Prioritization, MVP Planning, Product Roadmapping

**DESIGN SYSTEMS & DELIVERY:** Developer Handoff, Design QA, Design Systems, Scalable Components

# PRODUCT DESIGN HIGHLIGHTS

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- Led the end-to-end design of a Point of Sale (PoS) system from concept to delivery, focusing on operational efficiency and scalable workflows.
- Defined business workflows, operational logic, and product requirements in collaboration with stakeholders and engineering teams.
- Designed SaaS products including inventory management systems, AI-powered platforms, and enterprise dashboards.
- Built multi-tenant experiences with role-based access control and complex operational flows.
- Improved onboarding, feature adoption, and user retention through data-informed product decisions and usability improvements.
- Developed and maintained design systems to ensure scalable and consistent product experiences.
- Collaborated cross-functionally with product managers, developers, and business stakeholders to align user needs with business goals.

## WORK EXPERIENCE

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### Senior Product Designer | Global Experts – Business Services

Dec. 2024 – Present

- Led end-to-end product design for enterprise platforms and SaaS systems across web and mobile environments.
- Defined product workflows, operational logic, and user experiences aligned with business requirements and operational efficiency.
- Designed data-intensive dashboards, management systems, and role-based user experiences for complex business operations.
- Collaborated cross-functionally with product managers, developers, and stakeholders to translate business needs into scalable product solutions.
- Collaborated with product managers and developers to ensure design feasibility and quality.
- Improved onboarding flows, usability, and feature adoption through data-informed design decisions and iterative improvements.
- Established scalable design systems and reusable component structures to ensure consistency across products.
- Conducted product discovery activities including workflow analysis, requirement gathering, and user experience evaluations.

### Senior Product Designer | Bayad – AI Platform

Jun. 2024 – Dec. 2025

- Led the end-to-end product design of an AI-powered platform from concept to launch.
- Designed onboarding experiences, user flows, and AI-driven interactions focused on engagement and usability.
- Translated product requirements and user insights into scalable product experiences and high-fidelity interfaces.
- Collaborated closely with engineering teams to ensure smooth implementation and product consistency.
- Improved usability and product adoption through iterative design improvements, user feedback, and analytics insights.
- Defined information architecture and product workflows to simplify complex user journeys and improve accessibility.
- Created scalable design patterns and interaction systems to support future product growth.

## Product Designer | Planets Agency (Part-Time)

Jun. 2022 – Jun. 2024

- Designed web and mobile product experiences for clients across multiple industries and business domains.
- Conducted qualitative and quantitative user research to identify usability challenges and user behavior patterns.
- Built user flows, journey maps, wireframes, and interactive prototypes for scalable digital products.
- Collaborated with product owners, developers, and stakeholders to align user experience goals with business objectives.
- Maintained and evolved design systems to ensure consistency, scalability, and efficient product delivery.
- Participated in product discussions, requirement analysis, and usability evaluations throughout the design lifecycle.
- Delivered user-centered solutions focused on usability, accessibility, and product efficiency.

## UI/UX Design Lead | Dribbs 'n Drabs

Aug. 2020 – Aug. 2024

- Led product and user experience design initiatives for startups and growing digital businesses.
- Defined creative and product direction while ensuring consistent user experiences across projects.
- Collaborated directly with clients and stakeholders to translate business goals into effective product solutions.
- Supervised and mentored junior designers, providing guidance on UX processes, interaction design, and design quality.
- Managed multiple projects simultaneously while maintaining high standards of usability and visual consistency.
- Contributed to product strategy discussions, workflow planning, and feature experience improvements.

## SELECTED PRODUCT CASE STUDY

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### Enterprise PoS System

[View Case Study](#)

End-to-end product design for a scalable Point of Sale system with inventory management, analytics, and role-based operational workflows.

## CERTIFICATIONS & PROFESSIONAL TRAINING

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### 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

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### University of Beni Suef, Egypt

2021

Bachelor's Degree in Law