



Maha Mostafa

AI PRODUCT BUILDER
PRODUCT · DESIGN · BUILD

Contact

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Core Skills

- Product Strategy
- Discovery
- UX/UI Design
- Design Systems
- PRDs & Roadmaps
- Prototyping
- AI-Assisted Dev
- AI Workflows

Tools

Figma, FigJam, Figma Make, Figma MCP, Claude Code, ChatGPT / Claude, Next.js, Vercel, Framer, Webflow, Jira, Notion

Education & Certs

B.Sc. Computer Science
Computer Science Future Academy · 2017

Product Design Training
Tremoloo · 2019

ITIL® 4 Foundation
Egybyte · 2019

Mobile App Development
Russian Cultural Center · 2019

Languages

Arabic: Native
English: Professional

Website Portfolio

mahamostafa.me

AI Product Builder: Product, Design and Build

AI Product Builder with 9+ years delivering digital products. Turns product ideas into working systems, from strategy and UX to build and launch.

Owns the full path: product discovery, strategy, roadmaps and PRDs; UX/UI, design systems and prototyping; then AI-assisted development, integration and deployment of live products.

Backed by delivery experience across fintech, SaaS, lending, travel and e-learning in MENA markets (Egypt, KSA, UAE). Co-founder of Intense Studio, a digital product studio.

01 Experience

AI Product & Systems Builder · Co-founder Intense Studio

JAN 2025 - PRESENT

- Co-founded and lead Intense Studio, a digital product and technology studio delivering product strategy, UX/UI design, and web development for MENA clients.
- Own the full product lifecycle on client engagements: discovery, requirements, roadmap, UX/UI, and delivery, translating business goals into PRDs, user stories, and acceptance criteria.
- Design websites, web applications, and digital products end to end, then take them into working builds through design handoff, implementation review, and responsive QA.
- Apply Claude, ChatGPT, Figma Make, and Figma MCP for AI-assisted research synthesis, prototyping, and design-to-development workflows.

Product Manager · Designer · No-Code Developer Multiple Clients (MENA)

2023 - 2025

- Led end-to-end product development across fintech, SaaS, e-learning, community, travel, and entertainment products, from discovery through launch, for clients in Egypt, UAE, and KSA.
- Defined product vision, roadmaps, and PRDs with founders and stakeholders; managed backlogs, sprints, and releases using Agile/Scrum.
- Turned complex product ideas into user journeys, information architecture, and high-fidelity UI in Figma, then built and shipped production-ready websites with Framer and Webflow.

Selected projects

Sacred Pages (UX audit and mobile experience proposal): audited the existing experience and redesigned the mobile journey around clearer navigation, onboarding, and user flows.
LNDDO (SME digital lending, MENA): product vision, roadmap, and stakeholder alignment for SME credit products.

Product Designer · UX Product Manager ViaKonnnect

2024

- Led product discovery and UX definition for the mobile expansion of an existing travel and community platform, owning user journeys, information architecture, and MVP scope.
- Defined user flows, wireframes, and key mobile experience decisions for iOS and Android, connecting product strategy with hands-on experience design.
- Worked across UX, product, engineering, testing, UAT, and launch readiness.

UX Product Manager Squadio

2021 - 2022

- Managed fintech mobile products focused on loan applications in the KSA market, across product discovery, UX requirements, and stakeholder alignment.
- Created user personas, competitor analysis, product flows, and feature definitions that directly informed UX and design decisions.
- Led backlog prioritization, sprint planning, UAT, and release management with design and engineering.

Technical Product Manager EasyCash

2020 - 2021

- Contributed to building EasyCash, a mobile wallet and digital payments product, defining requirements, BRDs, user stories, acceptance criteria, flows, and release scope.
- Managed backlog, sprint execution, releases, and UAT, coordinating issue resolution with UX/ design and engineering.

UX Designer · Product Manager Qreeb for Services

2019 - 2020

- Translated product and user needs into user flows, wireframes, and interface decisions, shaping features from early requirements through UX definition.
- Managed feature requests, backlog grooming, and sprint execution; facilitated Agile ceremonies and on-time delivery.

UX Designer · Associate Product Manager Youspital

2018 - 2019

- Designed user flows and wireframes for digital product features, translating early product requirements into clear, usable experiences.
- Supported product management through backlog management, user story documentation, and stakeholder coordination.

02 Selected Build

Designed, built and live

MetaFun · Event platform, from idea to live product (2026)

- Took an event platform from idea to live product: product definition, decision log, user flows, design system, and 151 screens across three connected systems (FunSeekers, FunMakers, FunKeepers) on mobile and web, with Arabic RTL.
- Built it with AI-assisted development on Next.js, Neon, and Auth.js, and deployed it live at metafun.mahamostafa.me.
- Also designed, built, and shipped the portfolio site mahamostafa.me with Next.js on Vercel.