

MAHA MOSTAFA

Product Designer

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SUMMARY

Product Designer with 4+ years of hands-on experience designing digital products across UX, UI, responsive web and mobile experiences, interaction design, and prototyping.
Strong in UX strategy, product discovery, user research, information architecture, user journeys, user flows, Wireframing, high-fidelity UI, usability testing, and developer handoff.
Experienced in using AI-assisted workflows to accelerate research, exploration, prototyping, iteration, and design-to-development.

EXPERIENCE

INTENSE STUDIO

Product Designer | AI-Assisted Design & Prototyping · Jan 2025 – Present · Remote

- Lead hands-on Product Design and UX/UI across websites, web applications, and digital-product engagements, owning the full process from discovery to delivery.
- Translate business requirements and user needs into information architecture, user journeys, user flows, wireframes, responsive interfaces, high-fidelity UI, prototypes, and design systems. Collaborate directly with developers through design handoff, implementation review, and responsive QA.
- Apply Claude, ChatGPT, Figma Make, and Figma MCP for AI-assisted research synthesis, UX exploration, prototyping, design-to-development workflows, and iterative production.

VIAKONNECT - INTENSE STUDIO

UX Product Manager / Product Designer · 2024 · Remote

- 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.

MULTIPLE CLIENTS - MENA

Product Designer · UI/UX Designer · No-Code Developer · 2023–2025 · Remote

- Designed across fintech, mobility, travel, community, entertainment, Web3, and business products, shaping experiences from early UX concepts and flows to polished web and mobile interfaces.
- Turned complex product ideas into clear user journeys, information architecture, wireframes, interaction patterns, and prototypes, balancing usability with strong visual direction.
- Crafted responsive, high-fidelity interfaces and reusable UI systems in Figma, then turned designs into interactive prototypes and functional web experiences using AI-assisted development and no-code tools.

SQUADIO

UX Product Manager · 2021 – 2022

- Managed fintech mobile product initiatives focused on loan applications in the KSA market, working 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, release management, and cross-functional collaboration with design and engineering.

EASYCASH

Technical Product Manager · 2020 – 2021

- Contributed to EasyCash, a mobile wallet and digital payments product, defining product requirements, user stories, acceptance criteria, flows, and release scope.
- Managed backlog, releases, testing, UAT, and issue resolution in close collaboration with UX/design and engineering.

QREEB FOR SERVICES

UX Designer · 2019 – 2020

- Translated product and user needs into user flows, wireframes, and interface decisions, shaping features from early requirements through UX definition.
- Created high-fidelity UI when needed and worked closely with product and engineering to refine interactions, usability, and implementation.

YOSPITAL

UX Designer · 2018 – 2019

- Designed user flows and wireframes for digital product features, translating early product requirements into clear, usable experiences.
- Contributed to UI and high-fidelity design when needed, collaborating on design decisions as features moved from concept toward implementation.

SELECTED WORK

Sacred Pages - UX Audit and Mobile Experience Proposal

Audited the existing experience and redesigned the mobile journey around clearer navigation, onboarding, user flows, and a more guided experience.

ViaKonnnect - Mobile Product Experience

Designed the mobile experience from early journeys and information architecture through core flows, wireframes, testing, and product-ready UX decisions.

CORE DESIGN SKILLS

Product Design, UX Strategy, UI Design, User Research, Information Architecture, User Flows, Wireframing, Interaction Design, Prototyping, Design Systems, Responsive Design, Usability Testing, and UX Audits.

AI & DESIGN WORKFLOWS

I use AI throughout my design process for research, exploration, rapid prototyping, iteration, and turning designs into working experiences. I also build and configure reusable AI workflows that help me move faster without replacing design judgment.

Tools: Claude · ChatGPT · Figma Make · Figma MCP

TOOLS

Figma, FigJam, Framer, Webflow, Photoshop, Illustrator, Miro.

TECHNICAL

HTML, CSS, basic JavaScript, no-code development, AI-assisted prototyping and design-to-development

EDUCATION

B.Sc. Computer Science
Future Academy, 2017

LANGUAGES

Arabic Native
English Professional