

Mahmoud Nasser Product Designer

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Profile

Creative and skilled product designer with experience making easy-to-use designs for online tools and websites. Good at using Figma and design systems to make strong, consistent designs. Focused on creating great user experiences that also help businesses grow. Works well with different teams to turn ideas into real, useful products.

Professional Experience

- Coldwell Banker** 📁, *Product designer* 09/2025
Maadi, Cairo
 - **Leading the full redesign** of Coldwell Banker's CRM and internal applications to deliver a more intuitive and scalable user experience.
 - **Developing user-centered wireframes, prototypes, and final UI designs** that directly support business and operational goals.
 - **Driving cross-functional collaboration** with stakeholders and developers to ensure smooth design implementation.
 - **Building scalable design guidelines and components**, establishing consistency across all Coldwell Banker digital products.
- Reviv Solutions** 📁, *Web Designer - Freelance* 01/2025 – 07/2025
Remote
 - **Built complete e-commerce templates** for **WordPress**, ensuring high-quality design and functionality.
 - **Developed fully responsive designs** for all templates, delivering **optimal performance** across devices.
 - **Enhanced the user experience** through targeted **design improvements** and **usability optimizations**.
 - **Managed the design hand-off process**, enabling **smooth collaboration** and accurate implementation by the development team.
- Wuilt** 📁, *Mid-level Product Designer* 04/2024 – 02/2025
6 of October, Giza, Egypt
 - **Produced wireframes, prototypes, and final UI designs**, improving **user experience** and supporting **business objectives**.
 - **Led competitor analysis** and transformed insights into **impactful design solutions**.
 - **Partnered with stakeholders and developers** to ensure **accurate, user-focused product design**.
 - **Improved the design system** with advanced component options using **tokens and variables**.
 - Contributed significantly to the **V3 update at Wuilt**, delivering enhanced design and functionality in line with the company's vision.
- Jacksi LTD** 📁, *UI Designer - Contract* 12/2023 – 04/2024
Remote
 - **Designed user interfaces** for all applications I worked with, ensuring consistency and a **user-centered approach**.
 - **Enhanced the user experience** of existing applications through iterative improvements and **usability testing**.
 - **Transitioned the design workflow** from Adobe XD to Figma, **streamlining the design process**, improving hand-offs, and facilitating **easier collaboration with the development team**.

NDS for Marketing Solutions , Product designer

12/2022 – 12/2023

- **Served as the sole designer** for “Jawlet Saeed”, creating **end-to-end user experiences** for both the app and website.
- **Partnered with marketing and business stakeholders** to ensure design **alignment** with the product vision and goals.
- **Led the design** for a **soft-launch test** with 100 users, achieving an impressive **91% satisfaction rate**.

Remote

GITA IT , UI UX designer

12/2021 – 12/2022

- **Designed the internal customer service system for Gita**, resulting in a significant **increase in sales by approximately 40%** through improved user experience and process optimization.
- **Led the design and user experience** for the internal platform of **Al Madinah Medical Complex**, enhancing workflow efficiency and supporting daily operations for medical staff.
- Collaborated closely with internal stakeholders to understand user needs, streamline processes, and deliver solutions that drive business growth and operational effectiveness.
- Produced wireframes, prototypes, and high-fidelity UI designs, ensuring seamless hand-off and implementation by the development team.

Remote

Shazam Studio, Freelance UI designer

11/2021 – Present

- This is my **own design studio**.
- Created **custom UI solutions** ensuring **brand consistency** and **user engagement**.
- Delivered designs from **wireframes & prototypes** to **final assets** using **Figma**.

Remote

Education

Bachelor of Computer Science, Databases Section

10/2021 – 07/2023

College of Science ,Al-Azhar University

Cairo, Egypt

Skills

- | | | | |
|-------------|-------------------|---------------|--------------|
| • UI Design | • UX Design | • Wireframing | • User Flows |
| • Persona | • User Interviews | • Prototyping | • Webflow |

Certificates

- | | |
|--------------------------------------|--|
| • Google UX design course (Coursera) | • Intro to ux design (Georgia Institute of Technology) |
| • Product Design Course (Udacity) | • Webflow 101 |
| • Figma Variables | • Intro to design system (in progress) |

Tools

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|----------|-------------|---------------|
| • Figma | • Photoshop | • Illustrator |
| • Framer | • Miro | • Jitter |

Languages

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| • Arabic | • English |
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