

HASAN MAHMOUD

Product Design Lead · Enterprise UX & Systems · Digital Experience Architecture

hasan.you@gmail.com · +971 50 1667112 · Dubai, UAE · Available Immediately · Open to Remote / Hybrid / Relocation
[Portfolio iamhyh.netlify.app](#) · [Linkedin](#) · [Behance](#) · [Dribbble](#)

PROFILE

Product Design Leader with extensive experience architecting enterprise platforms, user experiences, and scalable design systems across government, enterprise, and high-growth commercial environments. Proven track record leading multidisciplinary initiatives from discovery and information architecture through to high-fidelity engineering handoff, cutting production cycles by 70%+ and delivering \$300K+ in annual operational savings. Skilled in bridging product strategy, engineering constraints, and design craft, while mentoring cross-functional teams and integrating AI-driven workflows to accelerate product delivery.

CORE EXPERTISE

Product Design Strategy · Design Systems & Tokens · Enterprise UX · Information Architecture · User Research & Usability Testing · Rapid Prototyping · Accessibility (WCAG) · Design Operations (DesignOps) · Cross-functional Leadership · AI Workflow Integration

EXPERIENCE

FOUNDER & DESIGN DIRECTOR

Marketoogole Digital Solutions · UAE | Jan 2020 – Present

- Directed product discovery, UX architecture, and delivery across 50+ digital platforms, web products, and high-profile client engagements.
- Spearheaded end-to-end product design for 50+ client web applications and platforms**, defining core user flows, interaction models, and scalable front-end component libraries.
- Delivered mission-critical bilingual UX ecosystems** for tier-one organizations including Dubai Police, ensuring intuitive information architecture and localized accessibility.
- Established product-led design cadences from zero**, transforming client business goals into concrete feature roadmaps, wireframes, and production-ready design specs.

UX & PRODUCT DESIGN LEAD | WEB MASTER

Pfizer Gulf FZ-LLC · Dubai, UAE | Jan 2025 – May 2026

- Owned end-to-end product design and experience architecture for enterprise platforms and interactive digital tools across regional teams.
- Architected an Enterprise Content Hub from zero** using modular component systems, streamlining multi-stakeholder operational workflows and platform governance.
- Accelerated design-to-delivery turnaround by 70%+**, engineering structured UI frameworks and automation that generated ~\$300K in verified annual operational savings.
- Directed cross-functional squads of UX designers, and content strategists**, implementing agile sprint reviews and raising overall delivery quality.
- Led UX/UI delivery for 200+ enterprise digital products and assets**, enforcing rigorous accessibility, responsive standards, and brand consistency across diverse business units.
- Integrated AI-assisted prototyping and generative design workflows**, optimizing design iteration speed and reducing engineering rework during cross-functional handoffs.

SENIOR UX DESIGNER

Dubai Police Headquarters · Dubai, UAE | Apr 2007 – Nov 2019

- Led user experience, navigation architecture, and interface design for large-scale government digital services.
- Designed navigation and workflow architectures for high-impact digital portals**, directly supporting flagship public initiatives including Smart Police Station and national civic services.
- Streamlined information architecture and usability across 100+ public-facing initiatives**, collaborating with engineering teams to minimize user friction and technical debt.
- Honored with multiple Innovation & Excellence Awards (2016, 2017, 2018)** and the Knight of Ideas Award for user-centered process innovations and system designs.

EDUCATION & CREDENTIALS

- Bachelor of Information Systems Administration** – Khartoum Faculty of Technology Management
- Google Professional Certifications:** Google UX Design · Google AI · Google Agile Essentials · Google People Management · Google Digital Marketing
- Toolkit & Languages:** Figma, Adobe XD, Design Systems, Tokens, WCAG, Webflow, Framer, WordPress, HTML/CSS | Arabic (Native), English (Fluent), German (B2)