

Mohamed Eladi

Product Design Manager | Web, Growth & AI-Assisted Design

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PROFILE

Product Design Manager with 12+ years of experience designing and scaling consumer, marketplace, SaaS, and transactional digital products across web and mobile. Built and led Swvl's design function from the ground up, managing an 8-person team and partnering directly with the CEO, product, growth, engineering, operations, and business teams. Strong background in conversion-focused design, design systems, A/B testing, user research, Figma workflows, AI-assisted design delivery, and design-to-code collaboration. Since 2022, focused on AI-assisted product design and engineering projects, strengthening frontend/backend skills through CS50 and hands-on work with React, TypeScript, Tailwind CSS, Python, Flask, Supabase, and SQL.

CORE STRENGTHS

Design leadership & team operations	E-commerce-style funnels & CRO	A/B testing & conversion analysis
Figma design systems & Dev Mode	AI-assisted design workflows	Responsive web & mobile design
B2B SaaS dashboards	UX research & usability testing	Payments, wallet & subscriptions
Accessibility-aware components	Technical handoff & QA	Multi-market localisation

AI-ASSISTED PRODUCT DESIGN & ENGINEERING PROJECTS

2022 - Present | UK

- Built and iterated on product prototypes using AI-assisted design and development workflows, combining product strategy, UX/UI design, frontend engineering, and rapid experimentation.
- Used Claude, Cursor, ChatGPT, and Notion AI to generate copy variants, explore page layouts, critique visual hierarchy, summarise research, produce UI ideas, and create implementation prompts.
- Developed frontend and backend skills through hands-on projects using React, TypeScript, Next.js, Tailwind CSS, Python, Flask, FastAPI, Supabase, and SQL.
- Designed and built StackPeeks, applying design-to-code workflows across product discovery, authentication, database structure, UI design, and frontend implementation.

EXPERIENCE

Product Design Manager - Swvl

Nov 2017 - 2022 | Remote / Cairo

- Built and led Swvl's design function from the ground up as the company's first product designer, growing and managing an 8-person design team for 4 years.
- Reported directly to the CEO and partnered with senior leadership across product, engineering, operations, growth, and business to align design priorities with company goals.
- Established design rituals including design reviews, critiques, sprint planning, retrospectives, 1:1s, OKRs, learning plans, hiring processes, and a design career ladder.
- Led the team's migration from Sketch/Zepplin to Figma in 2018, improving real-time collaboration, design visibility, version control, and developer handoff.
- Redesigned Swvl's end-to-end booking funnel, including smart search, trip discovery, search results, saved places, trip selection, and booking confirmation.
- Redesigned search results and trip-card hierarchy based on user testing and interviews, prioritising trip time, arrival time, walking distance, drop-off walking time, and price.
- Contributed to a 25% increase in booking conversion between August and December 2018, alongside app rating improvement from 3.5 to 4.7 across Google Play and the App Store.
- Designed growth, payment, and retention journeys including referrals, promo codes, wallet credit, commuter packages, top-ups, payment methods, failed payment handling, refunds, notifications, rebooking, ratings, cancellations, and support flows.
- Led design delivery for Swvl for Business, a B2B SaaS-style corporate transport product launched during the pandemic pivot, managing 3 designers and overseeing a corporate dashboard for employee transport operations.
- Led design-system work in Figma, including reusable components, variants, variables, responsive patterns, documentation, motion specs, accessibility checks, and Dev Mode handoff practices.
- Adapted customer, captain, payment, and operational experiences across Egypt, Kenya, Pakistan, Saudi Arabia, and the UAE, supporting localisation, market-specific payment methods, city launches, and experiments.

Senior Product Designer - nandbox

Oct 2015 - Jun 2018 | Cairo, Egypt

- Designed cross-platform experiences for nandbox Messenger across iOS, Android, web, and desktop, supporting a product with around 1 million users.
- Managed end-to-end iterative design work including feature conception, research, wireframes, visual design, prototypes, usability testing, and implementation support.
- Worked closely with the founder/CEO on product strategy, design direction, marketing execution, and delivery priorities.
- Established style-guide foundations and drove design consistency across mobile and web development teams.

Product Designer - Instabug

May 2015 - Sep 2015 | Giza, Egypt

- Designed UI architecture, interaction flows, and product experiences for a developer-focused mobile platform used by global product and engineering teams.
- Partnered with product managers and engineers to translate product requirements and user feedback into low- and high-fidelity prototypes.
- Supported data-informed design practices, usability testing, content creation, and brand strategy work.

UI/UX Designer - Salamworld

Oct 2013 - May 2014 | Istanbul, Turkey

- Designed mobile apps for iOS and Android and contributed to a mobile-first, multilingual responsive marketing website.
- Created interaction concepts, prototypes, brand styling, and supported A/B testing feedback with QA and development teams.

UI/UX Designer - Cloud9ers / IMZ

Mar 2011 - Apr 2015 | Egypt

- Designed web and mobile products, created interface architecture and interaction flows, and implemented front-end experiences using HTML, CSS, JavaScript, and jQuery.
- Collaborated directly with clients, backend engineers, and stakeholders to deliver features, design audits, and brand/product improvements.

TOOLS & METHODS

Design: Figma, components, variants, variables, auto-layout, Dev Mode, design systems, responsive components, motion specs, prototypes

Research & CRO: A/B testing, Amplitude, Maze, user interviews, usability testing, conversion funnels, pre/post-launch validation

AI: Claude, Cursor, ChatGPT, Notion AI, AI-assisted UX writing, layout exploration, design critique, design-to-code prompts

Engineering: React, TypeScript, Next.js, Tailwind CSS, Python, Flask, FastAPI, Supabase, SQL, Docker, HTML, CSS, JavaScript

Accessibility: WCAG awareness, colour contrast, readable typography, 8px grid systems, responsive layouts, semantic HTML awareness

EDUCATION

- Harvard CS50 - Computer Science fundamentals, programming, algorithms, data structures, SQL, Python, JavaScript, and web development
- Mansoura University - Bachelor's Degree in Commerce, 2005 - 2010