



# Mansoor Fahmeed

Experience Design Leader

Dubai, United Arab Emirates

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[Portfolio](#)

Design leader with **15+ years of experience** driving UX excellence, product innovation, and team growth across digital ecosystems, leading design teams at companies serving millions of users and generating billions in revenue. Skilled in shaping customer experience strategy, leading multidisciplinary teams to deliver scalable, user-centered solutions, and building design systems. Proven success aligning design direction with business objectives in telecom, fintech, and tech environments to increase adoption, efficiency, and satisfaction.

## CORE EXPERTISE

Product Design Leadership → Experience & UX Strategy → Governance & Standards → Stakeholder Alignment → Mentorship & Team Growth → Research & Insights → Cross-Functional Collaboration → Scalable Design Systems → Hands-on Design Execution

## FEATURED BRANDS



## EXPERIENCE

**du Telecom (EITC)** Dubai, United Arab Emirates

2021 - Present **4 Years**

### Practice Lead – Experience Design

Lead and mentor a distributed Experience Design team organised into three specialised tribes, Sales, Services, and Special Projects, delivering end-to-end experiences across multiple products and channels. Oversee both on-site and off-site teams, driving design consistency, innovation, and customer-centric outcomes across the organisation.

#### Key Responsibilities & Achievements

- Leading transformation projects delivering new consumer and enterprise apps, web platforms, and a Business Support System, enhancing billing, payment, and support capabilities.
- Launched a brand-new enterprise business portal and digital products, improving engagement and adoption across corporate and consumer customers.
- Enhancing digital adoption initiatives across all segments, reducing call centre volume and in-store visits while managing off-site partners for major special projects.
- Partner with senior stakeholders across Product, Technology, Sales, and Delivery to shape experience strategy, influence roadmaps, and ensure compliance and governance.
- Lead, mentor, and grow a distributed Experience Design team, fostering innovation, collaboration, and design excellence.
- Champion design governance, enterprise-wide standards, and AI-driven innovation to improve efficiency and consistency.
- Delivered measurable business impact by aligning design initiatives with revenue, customer experience, and operational efficiency, contributing to AED 4B+ annual revenue..

**Majid Al Futtain Group** Dubai, United Arab Emirates

2019 - 2021 [2.5 Years](#)

[Senior Product Designer](#)

Retail Group: Carrefour Marketplace, Carrefour Mobile App, Kiosk.

Holding Group: SHARE Rewards App, Mall of the Emirates App, City Centre App, Vox Cinema App, SuperApp(lamAI).

**Digital Nexa** Dubai, United Arab Emirates

2013 - 2019 [5.5 Years](#)

[Head of Design](#)

Clients: Dubizzle, Careem, Dubai Parks & Resorts, Jumeirah Group, Hilton, Wyndham Group, Agility Logistics, SaudiGulf Airlines, Aldar, Gord, James Bond 2017

**Sidat Hyder Morshed Associates** Karachi, Pakistan

2010 - 2013 [3 Years](#)

[Lead UI Designer & Developer](#)

Clients: AMD, London Olympics 2012, Soneri Bank, ICICI Bank, K-12 RaaWee.

## COURSES

**Management Essentials** 2025

Harvard Business Publishing

**Disruptive Strategy** 2024

Harvard Business School Online

**UX Management** 2022- 2024

**Design for AR/VR**

**Emotional Design**

Interaction Design Foundation

**Advanced Motion Methods** 2021

School of Motion

**Graphics & Multimedia** 2007 - 2008

Manzar College of Arts

## TRAININGS

Design Thinking: Data Intelligence

Unconscious Bias Strategic Thinking

Critical Thinking for Effective Communication

Social Engineering Attacks

Cybersecurity Awareness

Risk Management

Corporate Sustainability

Data Protection

## EDUCATION

**Bechalors of Arts** 2014

University of Karachi