



Mansoor Fahmeed

Product Design Lead

(+971) 55 953 4561

mansoor2fahmeed@gmail.com

[Website](#)

Experienced Product Design Lead with over **10 years** of driving design excellence, collaborating closely with teams, and delivering outstanding results. Passionate about advocating for users and design teams, with expertise in **design strategy, user research, enterprise, mobile, and web design**. Skilled in mentoring teams, managing stakeholder expectations, and aligning design decisions with business goals and technology. Committed to staying ahead in design trends and methodologies.

CORE SKILLS

Experience Design 8 years

(UX) User-centered design, Research, User Flows, Wireframes, Prototypes, Usability Testing. (UI) Visual design, Design Systems.

Design Leadership 4 years

Stakeholder Management. Design mentorship and KPI achievements. Hiring, onboarding, and budget planning for resources and tools.

Product 4 years

Product Strategy, Product Roadmap, Business goals, BSS Blueprint, Regularity and segment alignments.

Motion Design 5 years

Interaction design, motion design, presentations, marketing and editorials.

EXPERIENCE

Product Design Lead

November 2021 - Present **3 Years**

[du - Emirates Integrated Telecommunications Company](#) Dubai, United Arab Emirates

Manage a team of 5 designers split into 2 tribes for end-to-end UX/UI design for multiple products across various channels.

Products in progress: **du Customer App**(IOS, Android), **du Website**, **du Dealer/Agent app**, **du Enterprise App**.

My Core Responsibilities:

- As a lead, I guide designers to achieve success and meet KPI's. I help in recruiting new talent, onboarding, and creating budget plans for resources and tools. Also, lead initiatives to showcase the team's accomplishments to wider teams and c-execs.
- Elevate the team's capabilities and strengths to build a deeper understanding of context, honing decision-making abilities, and fostering empathy for our customers and dealer agents.
- Collaborate with the business partners to gather requirements, align objectives, identify challenges and opportunities, analyze research from metrics, competitive evaluations, feedback sessions, and user testing.
- Contribute to the creation of service blueprints, journey user flows, UX wireframes, and UI design prototypes to support design decisions with a thorough comprehension of the entire end-to-end telecommunications services and customer/dealer needs.
- Partner with Customer Experience Lead, Product Owners, Delivery Leads and E2E System Architect to define the scope and requirements with limitations of technology and regularity authorities.
- Collaborate closely with engineers throughout the design process to ensure our ideas are feasible and executed as envisioned.
- Work with the design team to develop and refine our design process, visual language and design system.

Senior Product Designer

May 2019 - October 2021 2.5 Years

Majid Al Futtain - Retail & Digital Labs Dubai, United Arab Emirates

Products for MAF Retail: Carrefour Marketplace, Carrefour Mobile App (IOS, Android), Food Ordering Kiosk.

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

Senior Designer & Team Lead

June 2013 - February 2019 5.5 Years

Digital Nexa Dubai, United Arab Emirates

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

Lead UI Designer & Developer

April 2010 - May 2013 3 Year

Sidat Hyder Morshed Associates Karachi, Pakistan

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

TOOLS

Design

Figma, Sketch, Adobe, Invision Studio, Photoshop, Illustrator.

Research & Collaboration

Invision, Zeplin, Keynote, UsabilityHub, Helio, Usercrowd, UXpressia

Management

Trello, Float, Asana, Monday.com, Harvest, Jira, Confluence

Animation

After effects, Premier, Principal, Lottie, Json

COURSES

Disruptive Strategy 2024

Harvard Business School Online

Design for AR/VR 2023

Interaction Design Foundation

Advanced Motion Methods 2021

School of Motion

Emotional Design 2022

Interaction Design Foundation

Graphics & Multimedia 2007 - 2008

Manzar College of Arts

EDUCATION

Bachelor of Arts 2014

University of Karachi

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

SKILLS

User research, Contextual Inquiry, Experience Strategy, Interaction Design, Information Architecture, Usability Testing, content design, Interviews, Surveys, Discovery Methods, Design Sprints, Task Analysis, Rapid Prototyping, Heuristic Evaluation, Content Analysis, Personas, Wireframes, Journey Mapping, Empathy Mapping, Expert Interviews, Crazy Eights, Experience Mapping, Scenarios, Mental Models, Storyboarding, Task Flows, System Design, Service Design. Interface Design, Interaction Design, Interaction Patterns, Color, Typography, Spacing, Design System, Tokens, Visual Design Language, Branding, Responsive Design, Web and Mobile Design, Atomic Design. Problem Discovery, Solution Discovery, Competitor Analysis, MVP, Agile, Idea Validation, Leadership / Stakeholder Alignment, Product Trio.