



Mansoor Fahmeed

Experience Design Leader

Dubai, United Arab Emirates

(+971) 55 953 4561

mansoor2fahmeed@gmail.com

[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 inspire a team of 12 designers, organized into three specialized tribes, delivering end-to-end UX/UI experiences across multiple products and channels while driving innovation, consistency, and exceptional user engagement.

Products: **App, Website, Dealer/Agent app, Enterprise App, B2B Portal and Partner Portal.**

My Core Responsibilities:

- Drive the overall UX vision and design excellence across digital products serving millions of subscribers and contributing to AED 4B+ annual revenue, ensuring cohesive, high-quality experiences aligned with business strategy.
- Partner with senior stakeholders across Product, Technology, Sales, and Delivery to shape experience strategy, influence product decisions, and ensure alignment with regulatory and compliance requirements.
- Lead and mentor a multidisciplinary UX team, fostering a culture of innovation, collaboration, and continuous improvement across all product lines, including on-site and off-site team members, consultants, and partner resources.
- Collaborate with industry and internal compliance teams to integrate APIs, protect sensitive data, and meet government and industry regulations across all customer journeys.
- Oversee UX approvals and design governance to maintain consistency, accessibility, and brand integrity, while leveraging research and analytics to implement AI tools and reduce design-to-delivery friction.
- Manage budgets and business cases for UX projects, ensuring efficient resource allocation and high-quality output from internal teams and external partners.

Majid Al Futtaim 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, ICI Bank, K-12 RaaWee.**

Veriquall Ltd. Karachi, Pakistan

2009 - 2010 9 months

Web Graphics Designer

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

EDUCATION

Bachelors of Computer Science 2019

Preston University

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

Experience Strategy, Interaction Design, Information Architecture, Usability Testing, content design, Interviews, Surveys, User Research, 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, Contextual Inquiry, 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.