hello,

I’m Mohammad Alsouqi
Director of Product Design, Research and Innovation

Profile

Director-level Product Design leader with 14+ years of experience driving large-scale digital products across Retail, Healthcare, and Marketplaces in the MENA region. Proven track record in building and scaling UX Research, UX Design, and DesignOps organizations, leading full product revamps, and translating customer insight into measurable commercial impact.

Expert in aligning experience strategy with revenue, growth, and operational KPIs, mentoring senior leaders, and partnering with Product, Engineering, and Business executives to deliver high-performing digital ecosystems.

Contact

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Languages

Arabic (Mother Tongue) , English (Excellent) , Russian (Basic)

Education

Bachelor’s Degree in Computer Graphics and Animations **2011 -2016**
Princess Sumaya University for Technology

Skills

Product & Experience Strategy , UX Research & Insights (Qual & Quant) ,Design Leadership & Org Building , DesignOps & Design Systems, Conversion Optimization & Growth , Customer-Centered Innovation , Discovery, Validation & Experimentation , Stakeholder & Executive Alignment
User Research , Experience Strategy , Interaction Design , Information Architecture , User Interface Design , Usability Testing , Graphic Design , Copywriting ,Interviews , Surveys , Card Sorting , Rapid Prototyping , Content Analysis , Personas , Wireframes , Competitive Analysis , User Journeys , Storyboards , Task Flows , Leadership

Tools

Figma , Sketch , Adobe XD , InVision , Framer X , Photoshop , Illustrator , After Effects , Jira , Slack , Zeplin , Mixpanel , Google analytics , Hotjar , UxCam , Miro

Honorable Mentions

UI / UX Design Tutor

Taught UI/UX Design to 16 Fresh Graduate Designers

Top 10 Designs in Transportation

Got the 7th Place in National Transportation application Hackathon Contest Over than 120 Other Competitor

Experience

Majid Al Futtaim / Amman , Dubai **Jan 2026 - Present**

Director of Product Design, Research & Innovation

- Own the **experience vision and strategy** across digital products, aligning design, research, and innovation with business growth and revenue KPIs.
- Lead and scale **UX Design, UX Research, and DesignOps** functions across multiple squads and domains.
- Define **organizational structure, operating models, governance, and performance frameworks** for design and research.
- Partner with executive leadership (Product, Engineering, Data, Marketing, Business) on prioritization, investment decisions, and roadmap shaping.
- Oversee design systems strategy, lifecycle governance, and adoption at scale.

- Champion customer-centric culture through executive reviews, discovery workshops, and strategic initiatives.

- Track and report experience impact through **conversion, retention, and operational metrics**.

Majid Al Futtaim / Amman , Dubai **Mar 2024 - Dec 2025**

Lead Product Designer

Lead the UX Research, UX Design, and DesignOps departments, defining scalable operating models, standards, governance, and delivery frameworks across multiple product squads.

- Built and evolved the design organization including hiring support, performance frameworks, design rituals, tooling strategy, and quality benchmarks.

- Own end-to-end experience strategy across discovery, validation, delivery, and optimization.

- Led the full mobile app revamp, redesigning information architecture, navigation, merchandising flows, cart, and checkout experiences.

- Delivered significant improvements in conversion rate, add-to-cart rate, and checkout completion, directly impacting digital revenue growth and customer retention.

- Established a continuous UX research practice integrating usability testing, behavioral analytics, experimentation, and insight repositories.

- Implemented DesignOps infrastructure including design system governance, documentation standards, component lifecycle management, and delivery velocity metrics.

- Partner with Product, Engineering, Data, Marketing, and Business leadership to prioritize initiatives tied to commercial KPIs.

- Champion customer-centric culture through design reviews, workshops, and product discovery facilitation.

Eon Dental / Amman **July 2022 - Mar 2024**

Senior Product Designer

At eon dental i was working closly with product managers and the head of product management closely to enhance customer experience around our portal by emphtizing with the doctors and the patients and observe their experience and try to understand them by doing researches and collect quantitative and qualitative data and set KPI that are measurable to determine success in later stages ، also i was collabrate with the development team and project managers to generate ideas and prototype it and came up with the better solution for the problems that our customers facing , and also i was manage alpha testing with doctors and internal users to identify the ideas that will success sooner or fail faster and collect quantitative and qualitative data from it to shape decision around the products and was iterating these process until we meet the expectations of our customers by observing the KPIs changing after each iteration , and also i was responsible about handing on the UI for the development team in clean well documented and structured way that help them boost their work by using ready components and unified UI , and after that i was analysing the data collected from the doctors and keep enhancing on that , following the principles of Design thinking at each stage and keeping the user in the center of the process always
some of my accomplishments :

- Increased Submitted Cases by (11%) by cutting unnecessary

fields in the early stages and

- Decreased Rejected Treatments by (16%) by giving our technicians extra tools on their portal to well explain the treatment which affects saving their time
- Decreased rejected treatments by (12%) by enhancing their 3d viewer and making it more structured and easy to use and supporting mobile experience
- Decreased the pending approval time to (50%~) By fixing the notification system logic on our portals and
- Decreased the time spent to onboard new doctors from 4 Hours sessions to max 15 mins sessions by designing onboarding on our portals and providing a full help center
- Decrease the time spent by our internal team to support doctors on the portal as well by providing the help center
- Collaborate with product managers to build our new product design process that ensures putting the user in the center of the process always and ensures generate the best solutions for the right problems
- Saving 15% of time spent creating treatment plans by enhancing the tools used by them
- Create Visual Sheets to guide the doctors more in their clinic while they place the aligners on the patient's teeth decreasing their time spent going back and forth with our support team
- Create a full design system for our internal and external products that everyone in the team could follow and collaborating with frontend developers to implement it on storybook

Motory (ALJ Company) / Amman **Feb 2021 - July 2022**

Senior UI/UX Designer

Research and identify Problems on the current website , analyzing user behavior and track them , Enhance the user experience on some parts , Designing a website for online car shopping full journey ,Designing a full

website for motory shop online car shopping , Design Mobile app for motory after make user testing and competitor analysis ,Testing Design and Prototype for Android , IOS , Working With PMs and Engineers , here is some of my accomplishments :

- Decreased Bounce rate (-32%) for a ‘Motory Website after applying some enhancements
- Decreased Uninstall rate for motory mobile app by (60%) until this moment
- Reduce User misbehaviour and mistakes over both mobile and website
- Reduce Steps to make important actions over the website and mobile app
- Improved user satisfaction and reviews over website experience

Atomkit / Amman **2018 -2021**

Product Designer

Research and identify Problems through User research , Prepare Personas , Card Sorting , Content Analysis ,and Usability Testing , Make Rapid Prototyping Either High Fidelity and Low Fidelity , Testing Design and Prototype for Android , IOS , Web and Desktop , Working With PMs and Engineers , here is some of my accomplishments :

- Improved User Satisfaction (+11%) and Perceived Find-ability of information (+9%) with redesigned ‘Building & Construction Company’ website
- Decreased Bounce rate (-29%) for a ‘Government’ Website.
- Generated Extra $29k in 60 Days in ‘Ecommerce’ Mobile App. by improve User Experience Journey and User Interface
- Increased Sales by 50% with redesigning ‘Water’ Mobile app
- Provided Usability Consultation For Local Magazine

- Increased Page Views by 43% for Local TV Channel Website
- Lead a team of Sixth implementing and Develop 4 Mobile apps and Websites Together
- Deliver 7 client satisfaction Projects Earlier than the Deadline
- Decrease Natural Harm inside Biosphere Reserve by 65% with Mobile app Solution to Catch Fire Makers and Nature Enemies
- Save $12k Monthly By Making Automated App Experience For Employees
- Save 26% Water by Developing Automated irrigation Management app for Farmers
- Increase TV Channel Viewer by 23% By Implement a Cooking app that let the users engaged in easy way
- Increase Electricity Company Client Satisfaction By 34%

Atomkit / Amman **2016 -2018**

UI Designer

Set up Design Systems for New Projects , and Developed Design Components for the Engineers , Design High Fidelity mock-ups , Working with Engineers , PMs , Stake Holders here is some of my accomplishments :

- Build Design System For Over Than 18 Project Mobile Apps and Websites
- Redesigning The Company Website and Bring More Leads by Eye-Catching the Clients
- Designed over than 50 Proof of Concept for Potential Customers , 86% of them are now clients
- Planned Over Than 300 Reused Components

Atomkit / Amman **2013 -2016**

Web and Graphic Designer

Designing Websites and Creating Icons work closely with Developers and

Copy Writer and Stake holders

- Creating +50 Page For Ecommerce Website
- Designing 32 Page for Study Abroad Website
- Crafting 28 Page For National Football Federation
- Build Real Estate Website Based in Spain with 9 Pages
- Develop Vehicle 3D Augmented Reality Experience with 6 Pages
- Launched Quiz Game 3D Augmented Reality for Kids with 5 Pages

Latest Projects

Carrefour Customer App **2025**

Majid Alfuttiam

Planning and collaborating with the researchers and product manager and work hands on with the VP of product on revamping the whole app experience pages and components which lead into significant improvement and impact on business

Project Link :

https://apps.apple.com/us/app/maf-carrefour-online-shopping/id626805470

Carrefour Last mile and fulfilment app **2025**

Majid Alfuttiam

Planning and collabrating with the researchers and product manager and work hands on with the VP of product on revamping the whole app experience pages and components which lead into significant improvement and impact on business

Project Link :

No link its confidential

Treatment Design Management System **2023**

Eon Dental

Worked on it from scratch from interviewing the 3D Designers into sitting with the stakeholders and discovering the pain points and do multiple prototypes with multiple testing with the users until we reached out to the final one

Project Link :

No link its confidential

Eon aligner - Doctor Portal and 3D Viewer **2022**

Eon Dental

Worked on revamping the whole doctor portal with the engineers and doctors and product managers

Project Link :

No link its confidential

Motory App **2021**

Motory / Amman

Planning and gathering requirements , user research , competitor research , wireframing , UI Mockup

Project Link :

https://www.figma.com/file/nNzqA8VT1lOaTvvPVIsE1X/Motory-App?type=design&mode=design&t=kOB8hVcyXLRbT5cw-1

MotoryShop Website **2021**

Motory / Amman

Planning and gathering requirements , user research , competitor research , wireframing , UI Mockup

Project Link :

https://www.figma.com/file/ukwgmOtgrExs9kkog7pt6J/Untitled?type=design&mode=design&t=kOB8hVcyXLRbT5cw-1

Motory Subscription App **2021**

Motory / Amman

Planning and gathering requirements , user research , competitor research , wireframing , UI Mockup

Project Link :

https://www.figma.com/file/IYDKNmamRO6PlyBCZy9aWL/Motory-Subscription-App?type=design&mode=design&t=kOB8hVcyXLRbT5cw-1

Motory Website Pages Revamp **2021**

Motory / Amman

Planning and gathering requirements , user research , competitor research , wireframing , UI Mockup

Project Link :

https://www.figma.com/file/Lud9OBbYSerzhLoNTsNOfT/Motory-website?type=design&mode=design&t=kOB8hVcyXLRbT5cw-1

Motory Newsletter **2021**

Motory / Amman

Planning and gathering requirements , user research , competitor research , wireframing , UI Mockup

Project Link :

https://www.figma.com/file/g8nyzuPqrWXTc53qDZa7rN/Newsletter?type=design&mode=design&t=kOB8hVcyXLRbT5cw-1

Lexus Partners **2021**

Motory / Amman

Planning and gathering requirements , user research , competitor research , wireframing , UI Mockup

Project Link :

https://www.figma.com/file/Ki7mkq7laHDiR4T0bUvWri/Lexus?type=design&mode=design&t=kOB8hVcyXLRbT5cw-1

Motory Website News Section **2021**

Motory / Amman

Planning and gathering requirements , user research , competitor research , wireframing , UI Mockup

Project Link :

https://www.figma.com/file/6TyXGT39WAUUGGzoznnK22/Motory-Website-News-Section?type=design&mode=design&t=kOB8hVcyXLRbT5cw-1

MotoryShop Inspector App **2021**

Motory / Amman

Planning and gathering requirements , user research , competitor research , wireframing , UI Mockup

Project Link :

https://www.figma.com/file/8mNPEB4HbWlk85dfovNF8f/MotoryShop-Inspector-App?type=design&mode=design&t=kOB8hVcyXLRbT5cw-1

MotoryShop Offical App **2021**

Motory / Amman

Planning and gathering requirements , user research , competitor research , wireframing , UI Mockup

Project Link :

https://www.figma.com/file/GNhLhVhUvcbYsBxKUKEZi7/MotoryShop-App?type=design&node-id=0%3A1&mode=design&t=kOB8hVcyXLRbT5cw-1

Digital Agency Landing Page **2020**

Atomkit / Amman

Revamping a landing page for digital agency where we highlight the business need alongside with easy fun user experience

Project Link :

https://xd.adobe.com/view/292c24c0-7717-4d04-a46b-e2af3a6a9e12-7c7f/

Cooking App for Tv Show **2020**

Atomkit / Amman

Designing a mobile app for famous tv show in jordan for cooking and recipes and ecommerce for ordering ingredients

Project Link :

https://xd.adobe.com/view/6ac1806a-07a0-48e2-a321-5033a834fb5a-3f92/

Revamping A Beauty Ecommerce Website **2020**

Atomkit / Amman

Revamping a famous ecommerce website based on Saudi Arabia where i enhance the user experience alongside with user interface

Project Link :

https://xd.adobe.com/view/f97de046-d197-4476-b4d7-78b527971938-ac2e/screen/fd9c5b31-4ca0-448a-9326-d94511a4c318

Designing Ecommerce Grocery App **2020**

Atomkit / Amman

Designing a full grocery app where you can order all your groceries with the full user journey

Project Link :

https://xd.adobe.com/view/41582301-ac3d-4708-85b0-e9e52cddee99-140b/screen/a8f57113-2f91-4f90-be7f-58e6aeffe696

Designing Simple Proof of Concept for Doctor App **2020**

Atomkit / Amman

I asked for make simple proof of concept for doctor appointments app

Project Link :

https://xd.adobe.com/view/8fcd1c69-2afd-41f3-bf6b-ec995016e128-da9e/

For **More Projects** i can show you during the interview

Thank you