

Ahmed Mohamed

Senior UX Designer

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PROFILE

UX leader with 12+ years of experience driving design strategy, research, and delivery across B2C and B2B products. Proven track record of leading teams, shaping UX strategy aligned with business goals, and ensuring cohesive user journeys from discovery through delivery. Skilled in mentoring designers, fostering collaboration, and advocating for user needs with senior stakeholders.

EXPERIENCE

ANAPLAN, London - *Senior UX Designer*

SEPTEMBER 2021 - PRESENT

Lead UX Designer managing a sub-team of designers and researchers, defining strategy for data management and visualisation. Responsible for workload planning, prioritisation, and mentoring team members. Established UX processes that streamlined cross-functional collaboration. Regularly presented UX strategy and findings to senior leadership to align with business objectives.

OVO ENERGY, London - *Senior UX Designer*

FEBRUARY 2019 - SEPTEMBER 2021

Managed end-to-end app experience design for existing customers, combining research, usability testing, and concept validation. Collaborated with product and engineering to translate insights into measurable improvements in customer satisfaction and reduced call centre dependency. Advocated user needs in strategic discussions, influencing roadmap decisions.

BT, London - *Senior UX Designer*

MARCH 2018 - FEBRUARY 2019

- Managed a team of three designers focused on the BT sales funnel.
- Led multiple UX projects within broadband sales, optimising user flow and launching new products.
- Developed UX design patterns and components that were adopted across teams.

BT, London - *UX Designer*

OCTOBER 2015 - MARCH 2018

- Redesigned the broadband selling flow, enhancing the user experience for product managers using the CMS.
- Produced wireframes, prototypes, and conducted user testing to validate design concepts and improve usability.

EDUCATION

UNIVERSITY OF WESTMINSTER, London - *BA (HONS), Business Mgmt with Marketing*,
OCTOBER 2008 - JUNE 2011

Focused on marketing and consumer behaviour, which fuelled a passion for UX design through a deep understanding of user research and market analysis.

SKILLS

UX/UI Design: Wireframing, Prototyping, User Research, Information Architecture, Interaction Design

Tools: Figma, Adobe Creative Suite

Technical Skills: HTML, CSS, JavaScript, React, React Native

User Testing: Usability Testing, A/B Testing

Methodologies: Agile, Design Thinking, Storytelling in Design

KEY PROJECTS & ACHIEVEMENTS

- **Anaplan Mobile App** – Redesigned the app architecture and features, leading a cross-functional team and aligning stakeholders, contributing to a 100% increase in active users.
- **Anaplan Geomapping** – Drove design vision for a new mapping feature, guiding research and testing phases. Resulted in \$180m increase in sales revenue in the first year.
- **OVO Energy App** – Directed research and introduced new financial management flows, significantly reducing call centre enquiries and influencing long-term product strategy.