MOHAMED HASSAN

Lead Product Designer | UI/UX | Motion | AI-Assisted Frontend Builder

Open to full-time Lead roles and contract work | mr.mohammed.hassann@gmail.com

Remote worldwide | Portfolio: mhdigitalstudio.com | LinkedIn: linkedin.com/in/mohamed-hassan-8518b4111

PROFESSIONAL SUMMARY

Lead Product Designer with 6+ years of experience designing and shipping SaaS, AI, fintech, e-commerce and B2B products for distributed teams. I work across four crafts: product design, design systems, motion and video, and front-end. Strong across discovery, user research, information architecture, interaction design, high-fidelity UI, usability testing, product analytics and developer handoff. I build working React and Next.js prototypes with AI-assisted tools so teams can test real product behavior before full engineering investment. Founder of MH Studio, a freelance design studio for SaaS, fintech and AI products.

CORE SKILLS

Product Design: Product strategy, product discovery, UX strategy, user flows, information architecture, wireframing, interaction design, responsive web, mobile apps, SaaS dashboards, enterprise UX, AI product design

Research & Optimization: User interviews, usability testing, JTBD, journey mapping, heuristic evaluation, UX audits, behavioral analytics, funnel analysis, A/B testing, activation, conversion, retention

Design Systems: Figma, components, variables, design tokens, responsive systems, accessibility, WCAG, documentation, governance, design QA

Motion & Video: UI animation, micro-interactions, product walkthrough videos, launch reels, animated interfaces, Framer Motion

Front-end & AI-Assisted Prototyping: React, Next.js, TypeScript, JavaScript, HTML, CSS, Tailwind CSS, shadcn/ui, Framer Motion, REST APIs, AI-assisted frontend development, rapid prototyping

AI & Product Tools: Cursor, Claude Code, GitHub Copilot, ChatGPT, v0, Lovable, Replit, Figma, FigJam, Framer, Linear, Jira, Notion, GitHub, Amplitude, Mixpanel, FullStory, Hotjar

PROFESSIONAL EXPERIENCE

Lead Product Designer | Train Your Pulse, Remote | Jan 2024 to Present

B2B AI platform for workflow automation, AI agents, document intelligence and enterprise knowledge systems.

- Redesigned onboarding from 11 steps to 6, increasing completion from approximately 61% to 84%.
- Designed a visual AI workflow builder that reduced average workflow configuration time by approximately 37%.
- Lead end-to-end product design across AI workflows, agent configuration, onboarding, analytics, permissions, enterprise administration and reusable design systems.
- Partner with product managers, AI engineers and frontend engineers to turn complex technical requirements into clear, scalable experiences.
- Conduct user interviews and usability tests, synthesize product analytics and session behavior, and translate findings into prioritized design changes.
- Build functional React and Next.js prototypes with TypeScript and Tailwind CSS using Cursor and Claude Code to validate interactions before production development.
- Created patterns for streaming responses, confidence states, citations, human approvals, retries, execution history, audit logs, failures and permission controls.

Founder | MH Studio, Remote | Ongoing

Freelance design studio (mhdigitalstudio.com) for product design, motion and front-end. Clients work directly with me from first call to final build.

Product Designer | Finora Technologies, Remote (Freelance) | Mar 2022 to Dec 2023

Fintech SaaS platform for financial operations, reporting, analytics, cash-flow management and business intelligence.

- Owned UX and UI across dashboards, transactions, reporting, onboarding, billing, account management and subscription experiences.
- Redesigned financial analytics around customer decisions rather than raw accounting categories, increasing dashboard engagement by approximately 31%.
- Improved transaction workflows with bulk actions, saved filters, keyboard shortcuts, inline editing and intelligent suggestions, reducing categorization time by approximately 42%.

- Redesigned signup, onboarding, pricing and upgrade flows, contributing to approximately 18% higher trial-to-paid conversion.
- Built the company's first structured design system with 70+ reusable components, shared foundations, accessibility standards and responsive behavior.

UI/UX & Product Designer | Orbit Commerce, Remote (Freelance) | Jun 2020 to Feb 2022

E-commerce and marketplace platform serving thousands of merchants across order management, inventory, analytics, checkout and mobile commerce.

- Redesigned merchant order management for 4,000+ merchants with saved filters, customizable tables, batch actions, advanced search and clearer status systems.
- Improved task completion during usability testing by approximately 35% and redesigned mobile checkout, improving checkout completion by approximately 12%.
- Worked directly with frontend engineers through implementation, design QA, responsive behavior, edge cases and reusable component patterns.

UI/UX Designer | PixelCraft Studio, Remote (Freelance) | Aug 2019 to May 2020

Digital product studio serving SaaS, healthcare, logistics, education, marketplace and consumer-product clients.

- Created user flows, wireframes, prototypes, dashboards, mobile applications, responsive web products and developer-ready UI specifications.
- Facilitated discovery workshops, performed competitive and UX audits, presented design rationale to clients and collaborated with developers through delivery.

SELECTED PRODUCT WORK

Product Design + Frontend Prototype | AI Workflow Builder | Train Your Pulse

Designed an enterprise no-code workflow builder for configuring triggers, AI agents, knowledge sources, conditional logic, approvals, API actions, testing, retries, execution history and audit trails. Built a working prototype using Next.js, React, TypeScript, Tailwind CSS, shadcn/ui, React Flow, Framer Motion, Cursor and Claude Code. The prototype exposed UX and feasibility issues before production and supported a 37% reduction in workflow creation time.

Product Design | Fintech Analytics Dashboard | Finora Technologies

Reframed financial analytics around user questions such as cash position, revenue changes, unusual expenses, burn rate, runway, receivables and upcoming payments. Combined qualitative research, product analytics and usability testing to improve information architecture and decision support, contributing to approximately 31% higher dashboard engagement.

Portfolio Concept Case Studies | mhdigitalstudio.com

Eight self-initiated concept products, framed as client briefs. Each has a case study plus clickable prototypes of a web app, mobile app and marketing website, every one in its own visual style: Corridor (cross-border payments), Stackwise (investing for first-timers), Clearpass (SOC 2 compliance), Crewday (payroll and shifts for hospitality), Draftboard (AI app builder), Relay (AI agent operations), Carely (doctor booking) and Maison (fashion and home e-commerce).

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Computer Engineering | 2018 to 2023

Professional development: Google UX Design Professional Certificate; Interaction Design Foundation coursework; WCAG and accessibility training; advanced Figma and design systems; React and Next.js frontend development; AI-assisted product development.

REMOTE COLLABORATION

6+ years collaborating with distributed teams using Figma, FigJam, Slack, Notion, Linear, Jira, GitHub, Loom and written product specifications. Experienced in async design reviews, remote workshops, cross-time-zone collaboration, developer handoff and design QA.