




Muhammad Rahil

UI/UX Architect / Human-Centered Design / Tech-Powered Thinker

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 MENA Region |  Remote-ready |  Available Upon Request

PROFESSIONAL SUMMARY

Seasoned UX/Product Design Leader with over 17 years of experience delivering high-impact digital solutions across the MENA region. I specialize in transforming complex business challenges into intuitive, scalable, and conversion-focused user experiences. With a deep foundation in product usability, user research, and cross-functional collaboration, I bring a strategic mindset to every design challenge—balancing user needs, business goals, and technical feasibility.

Recognized for my expertise in user research, testing, and design systems, I have successfully collaborated with product owners, engineering leads, and executive stakeholders to build experiences that drive growth, simplify workflows, and elevate customer satisfaction. Certified in Product Management and DesignOps, I thrive in fast-paced environments where innovation meets execution.

CORE COMPETENCIES

UX Strategy & Research	Product Design & Execution	Collaboration & Leadership
User Research & Benchmarking	UX Design Thinking	Stakeholder Workshops
Journey Mapping & Personas	Information Architecture & Wireframing	Product Discovery & MVP Scoping
Heuristic Evaluation & A/B Testing	Experience Maps & User Flows	Agile Team Collaboration
Usability Testing & Customer Interviews	Cross-platform Design (Mobile/Web)	Design System Governance




LICENSES & CERTIFICATIONS

Advance Your Skills In User Experience Design <i>LinkedIn Learning</i>	Agile User Experience Design And Research <i>LinkedIn Learning</i>	Branding Strategy: Define Your Creative Edge <i>LinkedIn Learning</i>	Building Creative Organizations <i>LinkedIn Learning</i>
Conducting Remote UX Research Interviews <i>LinkedIn Learning</i>	Design Thinking: Data Intelligence <i>LinkedIn Learning</i>	Design Thinking: Implementing The Process <i>LinkedIn Learning</i>	Design Thinking: Prototyping <i>LinkedIn Learning</i>
Empathy In UX Design <i>LinkedIn Learning</i>	Figma For UX Design <i>LinkedIn Learning</i>	Principle For UX Design <i>LinkedIn Learning</i>	UX Deep Dive: Analyzing Data <i>LinkedIn Learning</i>
UX Deep Dive: Foundational Research <i>LinkedIn Learning</i>	UX Deep Dive: Mapping <i>LinkedIn Learning</i>	UX Deep Dive: Remote Research <i>LinkedIn Learning</i>	UX Deep Dive: Usability Testing <i>LinkedIn Learning</i>
Design Thinking: Testing And Refining <i>LinkedIn Learning</i>	Design Thinking: Understanding The Process <i>LinkedIn Learning</i>	Develop Your Creative Thinking And Innovation Skills <i>LinkedIn Learning</i>	Digital Transformation Foundations <i>LinkedIn Learning</i>
UX Foundations: Content Strategy <i>LinkedIn Learning</i>	UX Foundations: Generational Design <i>LinkedIn Learning</i>	UX Foundations: Interaction Design <i>LinkedIn Learning</i>	UX Foundations: Storytelling <i>LinkedIn Learning</i>
Become A Product Manager <i>LinkedIn Learning</i>	Product Management: Launching Your Product <i>LinkedIn Learning</i>	Technical Product Management <i>LinkedIn Learning</i>	Technology For Product Manager <i>LinkedIn Learning</i>
UX Research Methods: Interviewing <i>LinkedIn Learning</i>	UX Research: Journey Mapping <i>LinkedIn Learning</i>	UX DesignOps: Managing Stakeholders <i>LinkedIn Learning</i>	Customer Experience Strategy: Build A Customer-Centric Culture <i>LinkedIn Learning</i>
Product Management First Steps <i>LinkedIn Learning</i>	Product Management: Customer Development <i>LinkedIn Learning</i>	Product Management: Building A Product Strategy <i>LinkedIn Learning</i>	Product Management: Building A Product Roadmap <i>LinkedIn Learning</i>

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RECOGNITION

Cormac Moylan

Chief Marketing Officer
OMX Digital - Dubai, UAE

Rahil was tasked with creating a prototype design for a website. On the basis of the prototype, we decided to hire him to undertake a larger project. Throughout the project, Rahil demonstrated his attentiveness, attention to detail, and knowledge of our requirements and business.

The final deliverable was of excellent quality, and we are looking forward to working with Rahil on our next project.

Joshua Thompson

Founder
Brightbeam SEO - Boise, USA

One of the things I appreciate most about working with Muhammad is how easy he makes the process. He's always responsive, quickly addressing any questions or requests I have, and is open to feedback to ensure every detail is just right.

Communication with Muhammad is effortless; he's incredibly organized, timely, and clear, which makes working with him a smooth and stress-free experience. I always feel that he genuinely cares about getting things right and takes pride in delivering work that meets my needs.

Hiba Mojabber

Creative Director
Publicis Sapient - Dubai, UAE

I want to take a moment to celebrate Rahil's great work and dedication. In a very short period, Rahil was able to develop a quick and comprehensive prototype to solve very complex UX and business problems.

I presented the work to the senior leadership and the feedback we've got, from 15 different senior stakeholders, was a consensus of major satisfaction with the quality and speed of the deliverable.

EXPERIENCE

Design Manager - UI/UX

Design Ninja FZ LLC (Freelance)

Dec 2023 – Present

Lead and mentor high-performing UI/UX teams, driving innovation through user-centered design and strategic execution. Recruit and develop top-tier design talent while managing project scopes, budgets, and timelines to ensure quality and consistency. Streamline workflows and maintain clear communication frameworks to align design execution with business goals. Actively integrate industry trends and design best practices to elevate team performance and creative output. Focus on delivering scalable, intuitive digital experiences across web, mobile, and enterprise platforms—while fostering a culture of growth, measurement, and design excellence.

Senior UX Designer

Publicis Sapient (Fulltime)

Aug 2019 – Jun 2023

Collaborated with cross-functional teams—including engineers and product managers—to craft seamless, user-centered product experiences. Applied advanced UX research methods like information architecture, wireframing, and usability testing to drive insight-led design decisions. Produced high-impact storyboards, mockups, and interactive prototypes to clarify complex journeys and improve overall usability. Facilitated stakeholder workshops and ensured alignment between user goals and business priorities. Streamlined high-friction user flows and successfully delivered production-ready interfaces across both mobile and web platforms.

Senior Designer

LMTD MENA FZ LLC (Fulltime)

Jul 2015 – Jan 2019

Created engaging websites and mobile applications with a strong focus on UX/UI and digital art direction. Delivered end-to-end eCommerce solutions by integrating payment/shipping APIs (like Xero) and building tailored CMS platforms, including ADNOC Oasis and Vitabrid. Implemented performance-tracking tools like Hotjar, UpViral, and Unbounce to monitor campaign KPIs and user behavior. Presented interactive demos to stakeholders and collaborated with internal teams to develop CRM-integrated landing pages that enhanced lead generation. Informed decisions through data-driven research and user testing.

Creative Lead

Bravado Media (Short-term Contract)




Aug 2014 – Dec 2014

Directed a multidisciplinary team of designers, developers, and social media professionals, delivering creative leadership and innovation across digital initiatives. Partnered with clients to define business goals and scope, while managing workflow and task delegation. Presented concepts, business proposals, and interactive design prototypes to both internal and external stakeholders. Enhanced campaign effectiveness by guiding social teams in developing lead-generation and brand awareness strategies. Set quality benchmarks for code and tech integration across various digital platforms and CMS-based apps.

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Digital Lead

eMediaLink (Fulltime) Jun 2012 - Jul 2014

Produced high-impact websites, event microsites, and print/digital marketing collateral with a focus on UI/UX. Spearheaded Salesforce integration into the company's CMS to support internal teams in sales and support functions. Delivered rich media content across digital platforms and maintained up-to-date client landing pages aligned with promotions. Boosted social engagement through the development of interactive Facebook apps and worked with developers to explore emerging technologies and enhance usability standards.

Senior Designer

AudienceAlive (Fulltime) Jan 2008 - Mar 2011

(Previously, Satellite Visual Communication)

Delivered impactful multimedia presentations and interactive experiences for events, including live voting systems used at corporate gatherings and leadership sessions. Produced high-quality visual content for small businesses and large enterprises alike. Managed the company's website redesign, applying SEO and analytics integration to improve visibility. Created print collateral supporting go-to-market initiatives and partnered with clients to build compelling sales and investor presentations.

Graphic Web Designer

Dotcom Arabia (Fulltime) Jan 2007 - Dec 2007

Designed rich media assets for social campaigns and digital platforms, significantly improving user engagement. Teamed up with developers to build innovative web experiences—including travel tech platforms and video-sharing sites. Managed full design cycles from wireframes to final UI, ensuring responsive design compatibility across platforms. Enhanced brand identity through clean, impactful visuals for both web and print.

Creative Designer

Catwalk Production (Fulltime) Dec 2005 - Dec 2006

Conceptualized and produced high-impact visual content for TV shows, concerts, and international events—enhancing audience engagement and brand visibility. Collaborated with internal stakeholders on business proposals, promotional campaigns, and magazine ads. Led the design and launch of the company website, boosting online traffic and interaction. Delivered consistent branding across print materials, managing production from concept through delivery with a strong eye for detail and deadlines.

EDUCATION

Sunshine University

MBA, Project Management

2023 – Ongoing

REFERENCES

Will be available upon request.