

Mohammad El Mahdi Murad

Product Designer | Prompt Engineer | Game Development

+962 79 574 7405 mahdimurad@hotmail.com mahdimurad.me Amman, Jordan

SUMMARY

Product Designer with 9+ years of experience across the UAE, Saudi Arabia and Jordan, specializing in government and enterprise platforms: GIS (Esri), ERP, SaaS and CRM. Delivered 100+ projects with a combined value of \$5–7 million, working with cross-functional teams from discovery and user research through prototyping, usability testing and delivery. I use prompt engineering and AI tools to speed up research synthesis and design exploration.

KEY SKILLS

Product & UX	Design & 3D	AI & Collaboration	GIS & Esri
✓ UX/UI Design	✓ Figma	✓ Prompt Engineering	✓ ArcGIS Experience Builder
✓ User Research	✓ Adobe XD	✓ AI Tools & MCP Integration	✓ ArcGIS StoryMaps
✓ Usability Testing	✓ InVision	✓ Project Management	✓ ArcGIS Online
✓ Information Architecture	✓ Adobe Suite	✓ Communication	✓ ArcGIS CityEngine
✓ Design Thinking	✓ Spline	✓ Problem Solving	✓ GIS Dashboard UI/UX Design
✓ Agile & Design Sprints	✓ Blender	✓ Analytical Thinking	✓ Accessible Map-based Experiences
✓ Accessible UX Design	✓ 3D Modeling	✓ Collaboration	✓ Web & Mobile GIS Interfaces
✓ Business Analysis	✓ HTML/CSS/JS (Basic)	✓ Adaptability	
✓ GIS / SaaS / ERP / CRM / AI	✓ Unreal Engine (Learning)	✓ Leadership	

EXPERIENCE

UX/UI Designer · gistec, Esri Official Distributor in the UAE 05/2022 – Present · Sharjah, UAE

- Full product design lifecycle for government and public-sector clients, from concept and prototyping to analysis and validation.
- Managed a **\$2M+** design portfolio for government and public-sector clients.
 - Delivered **51+** government projects across GIS, SaaS and mobile platforms.
 - Integrated Esri GIS solutions to improve geospatial data efficiency and decision-making.
 - Zayed Higher Organization app:** designed an accessible GIS app that made finding facilities **30%** more efficient for people of determination.
 - Dubai Police systems:** designed GIS-enabled dashboards and tools that sped up internal data analysis by **20%**.

UX/UI Designer · Maplit, gistec partner 09/2022 – 03/2025 · Dubai, UAE

- Partner company of gistec; role held alongside the gistec position.
- Led UX/UI design from concept to delivery for **65+** government projects in the UAE and Saudi Arabia.
- Musanada HR system:** designed ERP interfaces for **80,000** users; **93%** of surveyed users rated the new design an improvement.
 - Rawaf Mina mobile app:** designed the Hajj companion app launched for a season of **200,000** pilgrims, covering research, information architecture, the design system and final UI.
 - Comoros Resident Care system:** designed a verification and insurance system for **15,000+** Comoros residents in the UAE, replacing manual processing with a fully digital workflow and improving data accuracy.

UX/UI Designer & Market Analyst · I-Distributor 01/2021 – 03/2022 · Sharjah, UAE

- Led the redesign of a SaaS Distribution Management System (DMS), updating core screens and user flows based on stakeholder and user feedback.
- Improved existing products through user research and usability testing; over the same year the customer base grew from **65** to **118**.
- Used market research and competitor analysis to guide design decisions and brand alignment.

Founder & Lead Product Designer · Compagen

2017 – 2020 · Amman, Jordan

- Built and led a design team that delivered **60+** web and mobile projects for students and startups, from idea to development.
- Managed designers’ workflows and worked with clients throughout the design process.

Earlier experience: Engineering Draftsman, Al Sanaa Contracting Company, Amman (2015–2017): electrical infrastructure design for government projects. Sales & Branch Manager, Mayar Trading Company, Amman (2012–2015): industrial electrical equipment sales and branch operations.

SELECTED PROJECT

ShieldKey · Full solution design, solution architecture & prompt engineering

Concept · 2026

A keyboard companion that helps people pause before acting on a risky request in a conversation.

- Designed the full solution end to end: the solution architecture and all screens across the keyboard (**38** states) and the connected investigation app.
- Research: analyzed **200** conversations (**123** classified as fraudulent) and reviewed **500** online fraud cases.
- Created **26** specific AI skills mapped to **8** user needs, such as checking where a link really leads, spotting a changed payment beneficiary and judging what a screenshot can prove. User validation is the next step.

EDUCATION

Product Design Programme (UX/UI) · UX Design Institute, Ireland

12/2024 – Present

Professional Diploma in UX Design and Professional Certificate in UI Design, credit-rated by Glasgow Caledonian University.

COURSES & PROFESSIONAL DEVELOPMENT

Unreal Engine - Game Development

Course in progress

UX/UI Design

California Institute of Arts

Visualization Interior & Exterior

Edexcel/Pearson

Learning How to Learn

Deep Teaching Solutions

Mini MBA

College Of Central England

PMP

Pioneers Academy

Business Analysis

Pioneers Academy

Digital Transformation

University of Virginia

Digital Marketing

IIB Council

CBS

Pioneers Academy

LANGUAGES

Arabic: Native

English: Intermediate