

MOHAMED FERGANY

UI/UX · PRODUCT DESIGNER

Al Minya, Egypt · Open to Remote Roles +20 121 223 8970 mohamed.a.m.fergany@gmail.com

Portfolio: mohamedfergany.vercel.app Behance: behance.net/mohamedfergany LinkedIn: linkedin.com/in/mohamedfergany

PROFESSIONAL SUMMARY

UI/UX · Product Designer with hands-on experience designing digital products and a creative journey that started in 2020 before transitioning into Product Design. Experienced in creating digital products across mobile apps, e-commerce, and corporate web experiences, with skills in **Product Design, UX Research, Information Architecture, User Flows, Wireframing, Design Systems, Interaction Design, and High-Fidelity UI Design**, with a strong focus on **Arabic-first and RTL experiences**. Conceptualized product solutions such as **ATHAR, AURA, AI-Hubk, and AI Ahly Official App**, taking projects from research and structure through final interface design and visual direction. Also partnered with **47+ clients and executed 1,400+ video projects** across different industries, building practical experience in client communication, problem-solving, fast execution, and adapting to changing requirements. Currently exploring AI tools, **Vibe Coding**, and AI-driven workflows to move beyond screen design toward building complete digital products.

PRODUCT DESIGN PROJECTS

Live on Behance

AI Ahly — Official Club App [\[Behance Case Study\]](#)

Mobile | Aug 2026 – Sep 2026

Problem & Strategy: Addressed fragmented AI Ahly digital content and services across separate experiences while supporting the different needs of fans, club members, and shoppers within one product.

Product Architecture: Structured a unified mobile experience covering news, AI Ahly TV, matches, match details, events, and statistics, player information, digital membership, QR access, club-service booking, and e-commerce.

Design & Delivery: Established information architecture, user flows, wireframes, UX decisions, design system, typography, color system, components, and high-fidelity UI, producing **47 screens** across onboarding, authentication, content, match center, membership, booking, store, account, and club information.

AURA — Furniture E-Commerce Website [\[Behance Case Study\]](#)

Web | Aug 2026 – Sep 2026

Problem & Strategy: Identified low purchase confidence as a core barrier in online furniture shopping, driven by uncertainty around product quality, materials, dimensions, fit, and delivery.

Research & UX: Conducted stakeholder and user interviews, a survey with 11 respondents, competitive analysis, SWOT analysis, persona, empathy map, and user journey.

Design & Delivery: Formulated card sorting, sitemap, information architecture, user flows, wireframes, UX strategy, visual identity, logo direction, typography, design system, and high-fidelity UI across product discovery, room inspiration, product evaluation, cart, and checkout.

AI-Hubk — Software House Website [\[Behance Case Study\]](#)

Web | Jul 2026 – Aug 2026

Problem & Strategy: Turned a software house website brief into a broader digital experience designed to clearly communicate the company's services, methodology, capabilities, portfolio, and project inquiry paths.

Content & UX: Outlined content architecture, Arabic UX writing, information architecture, user flows, service structure, and inquiry journeys across a 9-page website.

Design & Delivery: Crafted the visual identity, typography, design system, responsive layouts, and high-fidelity UI, covering the homepage, services, service details, methodology, portfolio, technical blog, and contact/project inquiry experience.

ATHAR — Arabic Productivity App [\[Behance Case Study\]](#)

Mobile | Jul 2026 – Aug 2026

Problem & Strategy: Planned an Arabic-first productivity experience that brings tasks, habit tracking, and daily journaling into one product instead of requiring users to manage them across separate tools.

Research & UX: Analyzed 9 competitors and conducted a survey with 31 participants, then generated personas, empathy mapping, information architecture, user flows, wireframes, and design system foundations.

Brand & Delivery: Built the product identity from scratch, including naming, logo, color palette, typography, and visual direction, shipping **30+ high-fidelity screens** covering tasks, habits, journaling, calendar, progress tracking, and statistics.

PROFESSIONAL EXPERIENCE

UI/UX Design Intern — AfaaqWare

Aug 2026 – Present | Remote, Cairo

Cultivating practical UI/UX skills through structured sessions and exercises covering Information Architecture, Design Thinking, UX Research Methods, User Personas, User Journeys, Empathy Maps, Figma Components, and Design Systems.

UI/UX Design Intern — Taa Studio

Jul 2026 – Present | Remote, Cairo

Advancing through a hands-on, project-based UI/UX track covering Product Design, visual systems, AI-powered workflows, client communication, negotiation, and the connection between product, design, and business. Worked on AI-Hubk, an Arabic-first software house website, and the AI Ahly Official App, with a third project in progress.

UI/UX Design Intern — Code Plus

Jun 2026 – Sep 2026 | Remote

Concluded a 40-hour UI/UX Design Internship with a final score of 100/100. Collaborated with a team on LingoLand, an English-learning platform for Arabic-speaking children, covering the learning experience, practice, rewards, and progress tracking. The team ranked 2nd among the Top 4 Teams in the program.

PROFESSIONAL EXPERIENCE (CONTINUED)

UI/UX Design Intern — CodeAlpha

Jul 2026 – Aug 2026 | Remote

Fulfilled a one-month UI/UX Design Internship involving three practical design tasks covering areas such as wireframing and high-fidelity interface design. Received a Certificate of Completion and a Letter of Recommendation.

UI/UX Design Intern — Anorix

Jun 2026 – Aug 2026 | Remote, Cairo

Completed a 2.5-month professional UI/UX design training focused on the full UX process, including problem understanding, user research, interviews, information architecture, user flows, wireframing, and high-fidelity UI design. Applied the training through hands-on product work on AURA and ATHAR, while developing skills in Figma, mockups, visual presentation, portfolio building, and presenting design work in a professional market context.

Freelance Video Editor — Self-Employed

Aug 2024 – Present | Remote

Served 47+ clients and provided 1,400+ video projects across startups, brands, agencies, creators, healthcare, real estate, education, legal, marketing, AI, and other industries. Handled projects from initial requirements and revisions through final delivery, building practical experience in client communication, fast execution, feedback management, and working under changing requirements.

Content Creator Assistant & Channel Manager — Super Mami Recipes

Apr 2020 – 2024 | Home-based / Intermittent

Helped build and operate a family cooking YouTube channel, contributing to filming, lighting, cooking preparation, video editing, publishing, and day-to-day channel management. The work took place across multiple active periods rather than continuously, making this an early foundation in hands-on digital content production.

AI & VIBE CODING

Fergany — Personal Portfolio Website [\[Verify ↗\]](#)

May 2026 | AI-Powered Vibe Coding · Antigravity

Built my previous personal portfolio website before formally moving into UI/UX and Product Design, bringing together my creative work, professional background, projects, skills, achievements, resume, and contact information. Engineered and launched the site using AI-aided Vibe Coding with Antigravity, handling the structure, content organization, visual direction, and implementation myself.

Masar AI — AI Automation Service Landing Page [\[Verify ↗\]](#)

Jul 2026 | Kanz AI Training Hackathon · Featured AI Showcase · Bronze AI Judge Rating

Constructed Masar AI as one of my early digital product projects, before formally moving into UI/UX and Product Design. The landing page explored how AI automation could help businesses reduce repetitive work and improve efficiency, while I specified the page structure, content flow, interface, and visual direction and built the experience using AI-assisted Vibe Coding, Prompt Engineering, and Antigravity. The project was selected as a Featured AI Showcase Project through the Kanz AI Training Hackathon and received a Bronze AI Judge Rating.

SKILLS & TOOLS

Product & UX Design: Product Design, User Experience (UX), User Interface Design, User Research, Information Architecture (IA), User Personas, Empathy Mapping, User Flows, Wireframing, Interaction Design, Design Systems, Heuristic Evaluation, Arabic RTL Design, Responsive Design.

Design & Prototyping Tools: Figma, FigJam, Framer, Webflow, Miro, Notion, GitHub.

AI & Vibe Coding: Vibe Coding, Prompt Engineering, Generative AI Tools, AI-Assisted Web Development, Antigravity, Lovable, n8n.

Visual & Creative: Brand Identity, Graphic Design, Video Editing, Motion Graphics, Adobe Premiere Pro, Adobe After Effects, CapCut, Canva.

Core Competencies: Problem Solving, Critical Thinking, Analytical Thinking, Systems Thinking, Communication, Stakeholder Trust, Attention to Detail, Adaptability, Self-Learning.

CERTIFICATIONS & CREDENTIALS

Product Discovery Micro-Certification — Product School	[Verify ↗]	Data Literacy — IBM	[Verify ↗]
McKinsey Forward Program — McKinsey & Company	[Verify ↗]	System Design and Architecture — Manara	[Verify ↗]
UI/UX Design — Edraak	[Verify ↗]	Completed n8n Course Level 2 — n8n	[Verify ↗]
UX Design Fundamentals — MaharaTech (ITI)	[Verify ↗]	Kanz AI Hackathon Showcase & Bronze Award — Kanz	[Verify ↗]
DIGITAL SKILLS: USER EXPERIENCE — FutureLearn	[Verify ↗]	No-Code Web Development (Webflow) — Retm	[Verify ↗]
AI Fluency: Framework & Foundations — Anthropic	[Verify ↗]	AI Sales Automation Using n8n — Udemy	[Verify ↗]
AI Literacy — IBM	[Verify ↗]		

EDUCATION & AFFILIATIONS

Interaction Design Foundation (IxDF) — Professional Member [\[Verify ↗\]](#)

Jul 2026 – Present

Active member of the Interaction Design Foundation (IxDF) focused on Product design, UX, UI, and human-centered design.

Deraya University — Bachelor’s Degree in Physical Therapy

Sep 2023 – Expected 2028 | Al Minya, Egypt

LANGUAGES

Arabic — Native

English — A2 (Pre-Intermediate)