HOSSAM ELBIALY

Product & Experience Design Leader

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PROFESSIONAL SUMMARY

I specialize in turning complex digital products into intuitive experiences that simplify how people interact with technology and help organizations scale.

With 20+ years of experience spanning enterprise, financial technology, media, and emerging platforms, I bridge strategic product direction with hands-on design. I apply systems thinking to solve complex challenges—shaping information architecture, designing intuitive interactions, and building scalable design systems from concept through delivery.

PROFESSIONAL EXPERIENCE

Ogilvy - Associate Experience Design Director

Dubai . UAE (Remote) | Feb. 2025 - Present

- Lead UX and product design across digital initiatives for clients including Space42, Doha Design District, Al Futtaim, Soudah Development, GSK, and Nestlé.
- Translate complex business, technology, and user challenges into intuitive digital experiences across products, platforms, and touchpoints.
- Shape information architecture, user journeys, interaction models, and scalable design systems from discovery through delivery.
- Champion AI-augmented design workflows to accelerate ideation, prototyping, and delivery while maintaining consistency, craft, and brand integrity.

EDUCATION

Bachelor's degree

Computer Science 1999 - 2003

Certificate

Google UX Design 2023

AWARDS & RECOGNITION

Webby Honoree

Aljazeera mobile app
January 2022

UX Design Awards

Aljazeera mobile app
February 2022

Appy Award

Radio SAWA mobile app
May 2015

Award of Excellence by SND

Alhurra Mobile App Redesign
March 2015

GSMA

Radio SAWA Mobile App
December 2014

ITB website award

Egyptian Tourism Authority
February 2010

Egypt Web Academy

Egyptian Tourism Authority Website
July 2010

METAL Men - UX Consultant

California . USA (Remote) | Jul. 2023 - Feb. 2025

- Designed and built the digital ecosystem from the ground up across web and mobile for a global network of businessmen and entrepreneurs.
- Defined information architecture, user flows, and a unified design system to support a scalable online-first membership experience.

AL JAZEERA MEDIA NETWORK - Sr. UX Architect

Washington D.C. | Feb. 2019 - Dec. 2023

- Consolidated four mobile applications into one unified platform, reducing maintenance costs by 70% and increasing engagement by 27% YoY.
- Built Al Jazeera's first comprehensive design system, establishing a shared design language across editorial, product, and engineering teams.
- Shaped product vision and experience strategy from discovery through launch across a complex, high-traffic digital ecosystem.
- Mentored designers and established scalable interaction patterns that improved consistency and enabled more efficient product delivery.

U.S. Agency for Global Media - Sr. UI/UX Designer

Virginia . USA | Aug. 2011 to Feb. 2019

- Helped build the digital presence of a multi-brand U.S. government media network serving audiences across the Middle East and North Africa.
- Established design language and UX standards across websites and mobile products, including award-winning Radio Sawa and Alhurra applications.
- Simplified complex content structures and navigation across Arabic and English audiences.

CORE SKILLS

Product & Experience

- Product Strategy
- UX Strategy
- Product Design
- Experience Design
- Information Architecture
- Interaction Design
- Service Design
- Enterprise UX
- Journey Mapping

Design Leadership & Systems

- Design Leadership
- Design Systems
- Design Direction
- Cross-Functional Collaboration
- Stakeholder Management
- Team Mentorship
- Workshop Facilitation
- Accessibility

Research & Validation

- User Research
- UX Audits
- Usability Testing
- Prototyping
- Wireframing

AI & Technology

- AI-Augmented Design
- Generative AI
- Claude
- Figma
- FigJam
- Sketch
- Adobe Creative Suite
- HTML
- CSS
- JavaScript

The World Bank - Design Consultant

Washington DC . USA | Mar. 2015 to Aug. 2015

- Worked with the MENA External Communications team as a design partner for public-facing digital communications.
- Translated complex institutional information into accessible and engaging digital experiences.

VML - Digital Designer

Dubai | Apr. 2007 to Jul. 2011

- Designed digital experiences for major brands including STC, Vodafone, HSBC, Nestlé, Formula 1, and the Egyptian Tourism Authority.
- Worked across interaction, visual, campaign, and web design within multidisciplinary creative, strategy, and technology teams.

MULTIPLE ENGAGEMENTS - Web Designer

Cairo, Egypt | Aug. 2002 – Apr. 2007

- Led the digital transformation of major Egyptian pocket book series, collaborating directly with authors to bring the reading experience online.
- Designed digital platforms for major Egyptian and U.S. clients, establishing an early international design practice.