

Yehya Moustafa

Visual Product Designer

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Summary

Visual Product Designer with 8+ years of diverse design experience, seamlessly bridging elite visual aesthetics with scalable, user-centered digital products across SaaS, web, and internal platforms. Leveraging a unique dual background in Graphic Design and Computer Science to collaborate deeply with engineering teams, owning end-to-end design—from UX strategy and component libraries to high-fidelity UI and implementation.

Experience

Numbase Group - Visual Product Designer (2024 - Present)

- Lead end-to-end product design for web and platform experiences across fintech and enterprise products, driving user growth and usability.
- Establish and govern comprehensive design systems to ensure cross-platform consistency and scalable component libraries.
- Partner closely with product managers and engineering teams to align UX strategy with business goals and technical constraints.

DS2 - Visual Designer (2023 - 2024)

- Designed and delivered user-centered digital products and marketing platforms, translating business goals into scalable UI/UX solutions.
- Led responsive design, user flows, and interaction systems, ensuring optimal user experiences across multiple device types.
- Collaborated directly with developers and stakeholders to ensure pixel-perfect implementation of UI designs and interaction models.

AI Qabass - Graphic Designer (2018 - 2023)

- Designed end-to-end digital brand experiences and visual assets for media and commercial clients, ensuring brand consistency across web and mobile touchpoints.
- Translated core brand identities into high-fidelity digital interfaces, responsive layouts, and cohesive visual systems to enhance overall user engagement.
- Partnered with cross-functional teams to establish visual hierarchy, typography systems, and digital component libraries across multi-channel campaigns.

Freelancing — Visual Designer (2017 - Present)

- Partner with startups and businesses to deliver scalable interfaces and brand-driven digital products that solve real user and business problems.
- Evolved freelance offerings over 8 years from core graphic execution to comprehensive UI systems, wireframing, and interactive prototyping.
- Deliver full-cycle experience design, bridging the gap between initial visual discovery and final developer handoff.

Core Competencies & Tools

- **Product & UX Strategy:** User research, problem framing, user flows, information architecture, usability testing
- **UI & Visual Design:** High-fidelity UI, interaction design, accessibility, visual hierarchy
- **Design Systems:** Scalable component libraries, reusable patterns, design governance
- **Web & SaaS Design:** Data-dense dashboards, internal tools, responsive web applications
- **Cross-Functional Collaboration:** PM, engineering, and stakeholder alignment
- **End-to-End Execution:** Discovery, wireframing, prototyping, design handoff, QA
- **Design Tools:** Figma, Adobe XD, Photoshop, Illustrator, AI design tools
- **Prototyping & Handoff:** Interactive prototypes, component specs, design documentation
- **Front-End (Working Knowledge):** HTML, CSS, JavaScript
- **Platforms:** Web apps, SaaS dashboards, internal systems, marketing websites

Education

Lebanese American University (LAU) - Graphic Design (B.A.)

Lebanese International University (LIU) - Computer Science (B.S.)