

MUHAMMAD SULTAN

SENIOR PRODUCT DESIGNER | PLATFORM THINKING • PRODUCT DIRECTION • SCALABLE SYSTEMS

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EXECUTIVE SUMMARY

Product Designer with 9+ years of experience leading product strategy, platform architecture, and growth initiatives across Q-commerce, fintech, and healthcare. Experienced in partnering with product, engineering, data, and executive stakeholders to transform complex business opportunities into scalable customer experiences that drive measurable outcomes.

My work spans product discovery, experimentation, information architecture, design systems, and end-to-end product delivery. I specialize in simplifying complex systems, shaping product direction under ambiguity, and building experiences that balance user needs with business impact.

SELECTED IMPACT

- Defined the product discovery foundation supporting Breadfast's evolution into a multi-vertical commerce ecosystem.
- Led a controlled A/B experiment that increased coupon utilization 17.3%, average basket size 1.1%, and average order value 0.9%, with projected monthly uplift of 5M EGP.
- Led product discovery and UX strategy for a diabetes management platform, influencing roadmap priorities through research and accessibility-first design.
- Led Cassbana's CashKateb design from 0 to 1, helping the product reach #8 in Google Play Finance.
- Built scalable information architectures and reusable design systems across multiple products and industries.

EXPERTISE

Product strategy • Growth design • Product vision • Platform and ecosystem design • Design systems • Information architecture • 0-to-1 product definition • Research leadership • Experimentation & A/B testing • AI-Assisted Product Discovery • Accessibility • Mentoring • Cross-functional alignment

EXPERIENCE

Senior Product Designer, Growth | Breadfast

Sep 2024 - Present

- Partner with Product, Engineering, Growth, and Data teams to identify strategic opportunities across acquisition, engagement, retention, and monetization, improving discoverability, conversion, and cross-category engagement.
- Defined scalable information architecture and navigation systems supporting the company's expansion beyond grocery into a multi-service commerce ecosystem.
- Designed modular homepage and navigation patterns that support new verticals, scalable discovery, and ecosystem-wide growth initiatives.
- Led stakeholder interviews, customer research, usability testing, and iterative validation to align business priorities with customer needs.
- Designed and evaluated controlled A/B experiments for rewards and promocode, increasing coupon utilization by 17.3%, average basket size by 1.1%, and average order value by 0.9%; the work projected a 5M EGP monthly uplift.
- Established reusable interaction patterns and modular UI foundations enabling faster product development and future platform expansion.

Product Design Lead | dru

Mar 2023 - Sep 2024

- Led the end-to-end product design process for a diabetes-focused healthcare platform, from discovery and research through MVP validation and delivery.
- Conducted extensive user research, in-depth interviews and usability testing that informed feature prioritization and product strategy.
- Designed accessible, scalable experiences for people with visibility and motor challenges; helped shape the roadmap.
- Mentored designers through reviews, collaboration, and product critiques while raising design quality across the team.

EXPERIENCE CONTINUED

Senior Product Designer | Cassbana

Jul 2022 - Jul 2023

- Led the 0-to-1 design of CashKateb, a financial bookkeeping app for small merchants in Egypt.
- Conducted field research and contextual interviews to understand merchant behaviors, competitor patterns, and existing workflows.
- Translated familiar offline mental models into an accessible digital product, contributing to CashKateb reaching #8 in Google Play's Finance category.

Product Designer | Solutions by 42

Jan 2022 - Jun 2022

- Contributed to the early product foundation of Balady+, including competitive benchmarking, feature evaluation, and experience architecture.
- Built initial information architecture, low-fidelity flows, and interactive prototypes to clarify product direction and validate core journeys.

Product Designer | iotblue | Control Room OS

Jun 2017 - Dec 2021

- Designed enterprise software and digital experiences across industrial and service platforms.
- Partnered with product and engineering teams to simplify complex operational workflows.

Head of Visual Content | TAC UNIVERSE

May 2015 - Feb 2017

- Led visual-content direction, bringing a multidisciplinary foundation in branding, motion, and visual storytelling to digital work.

PRODUCT DOMAINS

- Q-commerce: ecosystem navigation, cross-category discovery, rewards, promotional mechanics, and experimentation.
- Healthcare: research-led, accessibility-conscious chronic-care experiences and connected-device workflows.
- Fintech: merchant finance, familiar mental-model translation, field research, and adoption-oriented workflows.

EDUCATION AND RECOGNITION

Bachelor of Engineering (B.E.), Mechanical Engineering — Alexandria University

Compost Lab: Materials of the Everyday — Cairo Institute of Liberal Arts and Sciences, 2022

Career Certificate in Marketing — The American University in Cairo, 2018 - 2019

Recognition: Featured in Behance's UI/UX category; curated for VSCO Selects.