

JOHN G. MERSAL - [LinkedIn](#)

HEAD OF UI/UX

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PROFESSIONAL SUMMARY

Active and passionate Head of UI/UX with work history of more than 10 years in planning and executing advanced user focusing designs matching the business with great technology. Has demonstrated abilities in optimizing procedures, creating integrated design systems and crafting best solutions for their industries. Skillful in the use of resources eg Figma, Zeplin, Webflow and others to improve effectiveness, encourage teamwork, and create benchmarks for design quality. Goal-oriented leader who focuses on new user experience maximization, higher team effectiveness and sustainable business growth enabled by the design and business planning ideas.

Head of UI/UX, The Enterprise Company, Egypt

May 2022 – Present

- Directed UI/UX strategies to translate complex business requirements into actionable deliverables, aligning with organizational goals for the News Product
- Administered Figma and Zeplin to clarify workflows, reducing UI/frontend bounce rates by 80%, while expediting development timelines and formalizing QA standards
- Facilitated collaboration with stakeholders to refine workflows, yielding optimized time efficiency and focusing on high-revenue initiatives
- Established cohesive design libraries to unify UI components, ensuring accessibility (WCAG compliance) and usability across products
- Expedited microsite development by 200% through the adoption of Webflow, boosting reusability and maintaining high-quality outputs
- Introduced and guided the team to use GSAP for enhanced UI interactions
- Delivered tailored solutions for clients like Madinet Masr and CIB
- Proposed and Designed AI-powered tools to streamline editorial workflows, conserving effort and reducing repetitive tasks for content teams
- Built a transformative event management system, reducing manual work by 60%, increasing registration accuracy by 80%, and enhancing real-time metric monitoring for decision-making

Head of UI/UX, Mondia, Egypt

January 2021 – May 2022

- Directed the delivery of flagship projects such as Vodacom's Mum & Baby, MyMuze, 123 Kaboodle, and Vodafone Germany's Giga AR Campaign, advancing user experiences across platforms
- Formalized design systems and streamlined processes, amplifying team efficiency by 40% and expediting project timelines
- Engineered localized, scalable solutions for platforms like MondiaPay, achieving a 45% revenue boost and a 70% reduction in dead clicks
- Devised user-centric strategies through usability testing in markets like Dubai and South Africa, refining designs to meet regional needs
- Pioneered Tiki.Taka, a social football entertainment app, through research, workshops, and iterative MVP phases. Defined user journeys, prioritized features with Kano models, and collaborated with cross-functional teams to deliver a dynamic, community-driven platform

Other Experiences

- **Music Product Owner**
Interim Product Manager,
Mondia.
MAR 2020 - JAN 2021
- **UX Chapter Coach**
Mondia.
AUG 2019 - FEB 2020
- **Senior UI developer**
Team Lead / Chapter coach
for UI/UX team –
MENA(Dubai) team,
Mondia.
Aug 2016 - AUG 2019
- **Freelancer – UI/UX Designer / FE Developer**
InTheKloud, Egypt.
Aug 2014 – Aug 2022
- **UI developer/designer**
eSEED, Egypt.
2011 – 2016

EDUCATION

Bachelor Degree of Pharmacy, MTI university- 2011 – 2016

COURSES

Professional Manager Certificate - (114 training hours) at ESLSCA University - 2021 – 2021

LANGUAGES

Arabic: Native

English: Professional

SKILLS:

- **Design & Tools**
 - Pioneering UX/UI designs using Figma, Zeplin, Adobe Creative Suite, and Webflow.
- **Leadership & Strategy**
 - Directing Cross-Functional Collaboration with Stakeholders
 - Facilitating the establishment of Design Systems and Libraries
 - Strategic Planning and Prioritization
- **Research & Testing**
 - Conducting User Research, Usability Testing, and Persona Development
 - Data-Driven Decision-Making using Market Analysis
 - Accessibility Standards (WCAG) Compliance
- **Development & Optimization**
 - Frontend Design Optimization
 - Acceleration of Workflows for Automation and Process Streamlining
 - Reconciling inefficiencies in Microsite Development.
- **Project Management & Collaboration Tools**
 - Administering Jira, Trello, and Agile Methodologies
 - Managing Iterative MVP Development Cycles
- **Frontend Development**
 - Engineered responsive designs with HTML, CSS, SCSS, JavaScript (Angular, NextJS, React, Gulp).
 - Built advanced interactivity using GSAP.