Ahmed Gamal El Kahwagy
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PRODUCT DESIGNER & PROJECT MANAGER · HUMAIN · RIYADH, SAUDI ARABIA

I'm a product designer and project manager with seven years of practice and an engineer's habit of finishing things. I started in brand identity and Arabic lettering, moved into product design through banking, and now design AI products at HUMAIN and run the projects behind them: PRDs, roadmaps, demos and launches.

I also write the Swift. MoodSpark and StoneUp are mine end to end: research, brand, interface, code, App Store, launch. That loop makes me a better designer on every team I join, because I know what it costs to build each pixel.

EXPERIENCE

Product Designer & Project Manager, HUMAIN Create
2025 — Present

HUMAIN · Riyadh

- Product design for HUMAIN Create, an Arabic-first, AI-native marketing operating system unveiled at LEAP 2026.
- Project and product management: PRDs and product specs for new modules (such as an agentic CMS and role-based permissions), roadmaps and release scope.
- Turned client briefs into working, AI-assisted prototypes and recorded demos for client sessions.
- Designed the Ramadan theme for HUMAIN Chat across iOS, Android and web: art direction, opt-in flows and a greeting-card generator.
- Launch and event design for LEAP 2026 and company town halls.
- Recognised by HUMAIN's CEO, Tareq Amin, in 2026.

Senior UX/UI Designer
2024 — 2025

The Saudi Investment Bank (SAIB) · Riyadh

- Redesign of the SAIB mobile banking app: UX, accessibility, visual design, prototyping, and aligning the design system with the updated brand.
- Improved the Arabic version of the SAIB Travel app and created its original graphic assets.
- Honoured by the bank (Aug 2025) for my contribution to the SAIB Innovate programme.

Designer & iOS developer
2026 — Present

Independent apps · Riyadh

- Designed, built and launched MoodSpark (live on the App Store, 10 languages) and StoneUp (launching Oct 2026), solo, in SwiftUI.

UI/UX Designer (intensive programme)
Aug — Nov 2022

Information Technology Institute (ITI) · Smart Village, Egypt

- Three-month UI/UX track, graduated with Excellent. Case studies: Parkopedia, PillPal.

CONTACT

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Behance cofedesigns

Instagram @ahmedgamalcofe

GitHub aelkahwagy

Riyadh, Saudi Arabia

EDUCATION

B.E. Electrical & Electronics Engineering
Alexandria University · 2017 — 2021

UI/UX Design (Excellent)
Information Technology Institute (ITI) · 2022

RECOGNITION

Recognised by HUMAIN's CEO, Tareq Amin
2026

SAIB Innovate honour, The Saudi Investment Bank
2025

15 recommendations on LinkedIn

SKILLS

Design: Product & UX design, Design systems, Interaction & motion, Research & benchmarking, Arabic typography & RTL, Brand identity, packaging & print

Lead: Project & product management, PRDs, specs & roadmaps, Client briefs to working demos, Release & launch planning, Directing AI agents & rapid prototyping, Cross-functional delivery

Build: SwiftUI, SwiftData, Swift 6, Widgets, Live Activities, App Intents, On-device AI (Foundation Models), HealthKit, Speech, RealityKit, HTML, CSS, React, AI-assisted engineering

Senior Graphic Designer

May — Aug 2022

Pimula · Alexandria

- Created 15+ full brand identities and 30+ pitch decks.
- Mentored two junior designers.

Independent Brand & Type Designer

2019 — 2022

Freelance · Remote

- Helped 50+ businesses become brands; 100+ clients served.
- Worked with MBC and Shahid, including a title logo for a Shahid VIP drama.

SELECTED PROJECTS

MoodSpark — A two-minute daily ritual, with a friend called Sparky.

HUMAIN Chat Ramadan — An AI assistant that dresses up for the holy month.

StoneUp — Build strength, stone by stone.

HUMAIN Create — The platform your marketing runs on.

SAIB Mobile & Travel — Everyday banking, redesigned in two languages.

BRAND & TYPE, 2019 — 2022

Sit Al-Hosn — Title logo · Arabic lettering · 2brothers.tv for Shahid VIP

Arabic Type Studies — Lettering · Personal work

Logofolio — Logo design · Arabic & Latin

Tarabis Designs — Brand identity · Mostafa Tarabis, architecture & interiors

LAMA Natural — Branding & packaging

Safy Muscles — Brand identity · Web design · Social · Safy, gym coach

Hibrayer Challenge — Lettering challenge

Parkopedia App — UI design · Concept

PillPal — UX case study · ITI

Ship: App Store Connect & review, App Store optimisation in 10 languages, Featuring nominations & In-App Events, Launch kits & social campaigns, Metrics loops & iteration

Tools: Figma, Xcode, SwiftUI, Illustrator, Photoshop, After Effects, Premiere, Claude Code, Replit, Notion, Miro

LANGUAGES

Arabic
Native

English
Full professional

French
Elementary

VOLUNTEERING

Head of Design, Enactus Alexandria University
2020 — 2021

Media Lead, Wamda
2019

Graphic Designer, Microsoft Student Partners Tech Club
2018 — 2019

CERTIFICATIONS

UX Design Fundamentals
MaharaTech (ITI) · 2022

Getting Started as a Freelancer
MaharaTech (ITI) · 2022

Branding Foundations
LinkedIn Learning · 2020

Branding for Designers
LinkedIn Learning · 2019

Freelance Graphic Designers Masterclass
Udemy · 2019