

AHMED TAREK MAHMOUD MORSI

Lead Product Designer

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Professional Summary

Lead Product Designer with 8+ years specializing in high-frequency commerce on mobile apps (iOS & Android) - from discovery and cart through checkout, payment, and post-order. Proven track record of improving conversion through experiment-driven iteration and A/B testing, reducing order failures, and cutting support tickets across multiple verticals in a Super App environment.

Experience

Lead Product Designer @ Breadfast

July 2024 - Present, Egypt

- Led the design of end-to-end ordering flows across grocery, pharmacy, restaurants, and retail verticals as part of Breadfast's Super App marketplace expansion, maintaining checkout consistency while adapting to each vertical's unique constraints.
- Led cart optimization initiatives and product customization (add-ons) experiences to increase basket value.
- Led deep-dive analysis on recurring order failures and drove cross-functional improvements across checkout and fulfillment flows, in collaboration with UX Research, to improve reliability and user confidence.
- Leveraged data insights, A/B testing, and user feedback to validate hypotheses and continuously optimize high-frequency ordering and checkout experiences - working closely with Product, Engineering, and Data.
- Contributed to hiring and mentoring designers through structured feedback.

Senior Product Designer @ Floward

Feb 2023 - May 2023, Dubai - Part Time

- Shipped a redesigned search experience with dynamic filters via Algolia integration.
- Designed multiple variations and validated solutions through A/B testing.
- Used experiment results to iterate on discovery and conversion performance.

Senior Product Designer @ Breadfast

Oct 2022 - July 2024, Egypt

- Owned post-order experience design including order tracking and cancellations, reducing related customer support tickets by 8%.
- Reduced canceled orders by 13% by redesigning address detection and checkout flow.
- Worked closely with analytics (Amplitude) to monitor drop-offs and guide iteration.
- Contributed to evolving and maintaining Breadfast's design system.

Product Designer @ Breadfast

Jan 2021 - Nov 2022, Egypt

- Designed the internal Pickers mobile app supporting order preparation workflows.
- Reduced preparation errors by 84%, directly improving downstream order reliability.
- Improved delivery times by 30% through operational workflow optimization.
- Introduced structured UX processes including research, journey mapping, and validation.