

Omar Mokhtar

UX & DesignOps Lead · Design Systems Architect · Frontend-Driven Product Design Leader

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EXECUTIVE SUMMARY

Senior Product Design Leader with 19+ years delivering enterprise digital products for Saudi Arabia's most critical government institutions — including the Ministry of Interior, National Housing Company, and national education platforms. Recognized for architecting Design Systems at scale, establishing DesignOps governance programs, and leading frontend-driven product design workflows that close the gap between design intent and production quality. A cross-functional delivery leader operating at the intersection of UX strategy, service design, and engineering — translating organizational complexity into coherent, accessible, and scalable digital experiences aligned with Saudi government accessibility standards and enterprise performance requirements.

19+ Years of UX Practice	14+ Enterprise Products	4 Gov. Entities	6 Certifications
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PROFESSIONAL EXPERIENCE

Saudi Public Security · UX Design Lead Jan 2023 – Present

Directing product design strategy, Design Systems architecture, and DesignOps governance across sovereign government platforms.

- **Design System Architecture:** Architected the AMN Enterprise Design System — token-based component library (Figma variables, semantic tokens, unified components) adopted as the single source of truth across all Public Security digital platforms.
- **Frontend Collaboration:** Converted the full design system to production HTML/CSS/SCSS with token variables and design-to-code documentation, delivering measurable parity between design intent and live implementation across three platforms.
- **DesignOps Program:** Established a DesignOps governance program — standardized QA checklists, handoff protocols, contribution models, and onboarding documentation — enabling consistent cross-team product delivery.
- **Product Design Leadership:** Led end-to-end product design for AMN Platform, Midan Application, and Midan Web: user research, information architecture, service design, prototyping, and engineering handoff.
- **Design Governance & Vendor QA:** Governed design quality across all Public Security platforms; audited and onboarded external vendor teams to verify design system compliance before deployment.

National Housing Company (NHC) · UI/UX Designer & Frontend Developer Feb 2019 – Dec 2022

Bridged product design strategy and engineering for one of Saudi Arabia's largest national digital transformation programs.

- **Cross-functional Delivery:** Delivered full-cycle product design and frontend development (HTML, CSS, JS, Vue.js) for enterprise housing platforms across web and mobile touchpoints.
- **Design System & UI Kit:** Built a comprehensive UI Kit adopted as the shared design language across product, engineering, and QA teams — accelerating delivery cycles and reducing design ambiguity.
- **Interaction & Service Design:** Produced high-fidelity prototypes and interaction documentation that standardized engineering handoffs, reducing rework and supporting faster release cycles.

Al-Majma'ah University · UI/UX Designer Mar 2016 – Feb 2019

- **UX & Frontend:** Designed university portal experiences for student, faculty, and administrative journeys — applying user-centered service design to complex institutional workflows; delivered frontend implementation in HTML/CSS/JS.
- **Stakeholder Alignment:** Collaborated directly with Deans and IT leadership to align digital products with institutional goals and accessibility standards.

SURE International Technology · UI Designer Nov 2013 – Feb 2016

- **Government UX:** Designed modern, accessible interfaces for government e-services across the Food & Drug Authority, National Guard, and Shaqra University — aligning product design with institutional branding and usability standards.

ENTERPRISE DESIGN IMPACT

Design Systems Architecture Token-based systems (Figma variables, semantic tokens, component libraries) adopted as the source of truth across sovereign platforms.	DesignOps Program Leadership Defined governance frameworks, QA checklists, handoff protocols, and cross-team onboarding programs at platform scale.	Frontend-Driven Product Design Converted design systems to production HTML/CSS/SCSS — closing the gap between design intent and engineered output.
User Experience Strategy Led UX strategy from discovery through delivery: research, service design, IA, wireframing, prototyping, and handoff.	Accessibility Compliance Applied WCAG principles across government platforms, meeting national digital accessibility standards and enterprise requirements.	Cross-functional Delivery Aligned design, engineering, product, and QA teams around shared standards through documentation, reviews, and governance.

EXECUTIVE EXPERTISE

Product Design End-to-end product delivery · Cross-functional collaboration · Service design · Journey mapping

UX Strategy User research · Information architecture · Wireframing · Prototyping · Usability testing

Frontend Collaboration HTML5 · CSS3 · SCSS · Bootstrap · Vue.js · Design-to-code implementation

Leadership Cross-functional teams · Vendor management · Agile/Scrum · Executive communication

Design Systems Token architecture · Figma variables · Component libraries · Versioning · Contribution models

DesignOps Governance frameworks · Handoff protocols · QA programs · Toolchain management · Team onboarding

Accessibility WCAG 2.1 AA · Accessible patterns · Contrast compliance · Screen-reader readiness

Tools Figma · Adobe XD · Notion · Jira · GitHub

FEATURED PROJECTS

AMN Platform — Saudi Public Security — Product Design Lead & Design Systems Architect

Impact: Established the enterprise design system governing all Public Security platforms — enabling scalable, consistent, and accessible product delivery.

- › Architected token-based design system: colors, typography, spacing, states, and interactive components in Figma with variables
- › Delivered full HTML/CSS/SCSS design system conversion with developer documentation — achieving 100% design-to-code accuracy
- › Defined governance model: contribution process, review cadence, versioning standards, and cross-team adoption guidelines
- › Led product design from discovery through handoff: research, service design, IA, wireframing, and prototyping

Midan Application & Midan Web — UX Lead & Design System Owner

Impact: Dual-track design system delivery for native mobile and web — unified component architecture tailored per channel.

- › Built Midan App design system: mobile-optimized components, variables, interaction patterns, and symbol libraries
- › Delivered Midan Web design system with full HTML/CSS/SCSS token implementation and developer handoff documentation
- › Maintained cross-platform consistency while respecting each channel's design language and engineering constraints

Human Rights Commission (HRC) · Majmaah University Portal — UX Designer

Impact: Government service design and accessible UX for public-facing institutional platforms.

- › Conducted stakeholder research to define information architecture and service flows for institutionally sensitive platforms
- › Applied WCAG accessibility compliance throughout design — ensuring readability, contrast, and semantic structure
- › Led frontend implementation for the university portal: HTML/CSS/JS development in collaboration with IT leadership

EDUCATION

CERTIFICATIONS

Google UX Design Professional Certificate Coursera / Google · Aug 2022	Design System Bootcamp Certified · Aug 2025
PMI-ACP (Agile Certified Practitioner) PMI · Aug 2022	Creating a Design System with Adobe XD LinkedIn Learning · Jan 2021
Customer Experience: Journey Mapping LinkedIn Learning · Aug 2020	UX Foundations: Interaction Design LinkedIn Learning · May 2020

LANGUAGES

Arabic Native

English Professional Working Proficiency

ONLINE PRESENCE

Portfolio: omarmokhtar.com

LinkedIn: linkedin.com/in/omarmokhtar22

Behance: behance.net/Omar_Mokhtar

GitHub: github.com/omarmok