

## ABOUT ME

With **over 10 years of experience**, I specialize in crafting exceptional digital experiences that resonate with users. My approach combines creativity with data-driven insights, leading cross-functional teams to deliver impactful outcomes. I excel in complex problem-solving, UI/UX design, research methodologies, and agile product development.

Additionally, I've directed art creative for major market accounts, including **FOX Networks, Apple, and RedBull**. Typography, color theory, illustration, and user experience design aren't just my career—they're my lifestyle.

## EDUCATION

**School of Art & Design,  
UCLA, California**

Bachelor's Degree | Los Angeles, CA

**Human-Computer  
Interaction for UX Design**

MIT CSAIL Certification | Cambridge, MA

## LANGUAGE

**English**

Fluent

**Arabic**

Fluent

## TOOLS

Figma

Sketch

Protopie

Voiceflow

Adobe XD

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Jira

Full Story

Principle

Hotjar

Notion

Miro

# Moha Elahwal

Senior User Experience Designer/AI Product Designer

🇨🇦 Canadian from Montreal, QC

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## EXPERIENCE

### AI Product Designer/Senior UX Designer

YETI/Google Cloud, San Francisco, CA | 2024 to Present

[References available](#)

- Working with the awesome Google team we have designed the Generative AI demo applications for Google's sales team, showcasing the power of Google Cloud's AI solutions. These projects were featured at prominent Google Cloud conferences, highlighting innovative applications of AI technology.
- Developed low-fidelity and high-fidelity wireframes, mockups, and prototypes using Sketch, Figma, and tested them with users using Figma Prototyping tool and Hotjar.
- Collaborated with developers to ensure design vision & quality standards throughout development.

### Senior UX/UI Designer

Fox Corporation, Los Angeles, CA | 2019 to 2024

[References available](#)

- Initiated the design of FOX.ai in collaboration with MVPs and PMs to synthesize user insights into feasible solutions within 4 months.
- Revamped FOX Verticals dashboards with a new user interface design, resulting in a 77% YoY increase in customer retention.
- Set product direction, design guidelines and execution.
- Conceptualized and executed the innovative FOX Sports Foresight AI application.
- Successfully transformed all FOX dashboards to user-friendly AppleTV interfaces, enhancing insights accessibility for stakeholders.

### Lead UX/UI Designer

StayHealthy, Los Angeles, CA | 2017 to 2019

- Designed and revised concepts into final designs using Figma.
- Created Multiple AR games, gamified educational apps for the American Heart Association, teaching kids about healthy and unhealthy foods interactively.
- Implemented rigorous user research and testing methodologies, resulting in an impressive 82% improvement in user satisfaction scores and task completion rates.

### Senior UX/UI Designer

ISBX, Los Angeles, CA | 2015 to 2017

[References available](#)

- Worked with Apple's creative team to design the first Android app for Beats Pill+.
- Crafted compelling online and mobile experiences for Redbull Cp-Pilot, emphasizing the brand's dynamic energy and lifestyle.
- Spearheaded the rebranding and redesign of the Queen Mary's website and app.
- Designed user flows and visual designs for numerous of other projects.

### UX/UI Designer

Scoobeez, Los Angeles, CA | 2014 to 2015

- Designed and implemented user surveys that increased response rates and led to a 74% increase in actionable insights.
- Developed usability testing plans for On-Demand delivery app that reduced user errors and boosted user order completion rates by 75%.