

Mathieu Moussa

Product Design Leader

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Product design leader with 15+ years building and running design teams for consumer and enterprise products across banking, fintech, and government in Lebanon and the GCC. I founded CME's design organization from zero, scaled it to a peak of 20 designers, and stood up the design function for its fintech spinoff. My teams have shipped consumer mobile apps including a digital wallet and a prediction app, alongside enterprise and government platforms.

EXPERIENCE

Design Lead · CME, Beirut

Oct 2021 – Present

Most senior designer in the company. Own design strategy, execution, DesignOps, hiring, and client-facing delivery across banking, fintech, government, enterprise, and consumer products. Stood up and led design for CoorB, CME's fintech spinoff, then transferred that team to a lead I hired and mentored.

- Founded CME's design unit and grew it from zero to a peak of 20 designers across CME and its fintech spinoff, hiring, onboarding, and mentoring designers into lead roles.
- Introduced DesignOps and built a multilingual (Arabic RTL / English LTR) Figma design system now used across multiple banking products, cutting duplicated work and standardizing quality across the team.
- Won Saudi National Bank's Neo, a consumer digital wallet, with a six-week proof of concept, then scaled a 13-person team to move it into full product delivery and ship the first production release.
- Led design for Bank Albilad's Dufaa, a consumer micro-financing app, adapting the bank's new sub-brand into a scalable product and opening follow-on B2C work.
- Led the ground-up redesign of Verse, a consumer betting and prediction app, starting from a heuristic evaluation of the incumbent product to fix usability and clarity in data-dense screens. Shipped to the App Store.
- Managed product and led design for a KSA Vision 2030 government portal suite, working alongside a 25-person cross-functional team and an international consulting firm.

Senior UX Designer · CME, Beirut

Nov 2020 – Sep 2021

- Joined as CME's first dedicated senior UX designer and introduced user-centered design and Lean UX to management, proving the value that led to founding the design unit.
- Redesigned enterprise web and mobile products for European and insurance clients, validating complex flows early with mid-fidelity prototypes to reduce rework.

Product Design Manager (UX/UI) · CCT International, Beirut

Dec 2016 – Oct 2020

- Led product design and client-side development for enterprise products used by Consolidated Contractors Company (CCC).
- Introduced design thinking and design sprints, and redesigned executive dashboards that reduced leadership's reliance on manual paper reporting.

Earlier roles · CCT International, Beirut

Nov 2009 – Dec 2016

Progressed from junior web developer to Lead UX/UI Designer over seven years, leading the redesign of enterprise content management and tracking applications, phasing out legacy Excel-based tools, and building UX practice for construction-sector clients across Lebanon, Oman, and the UAE.

SELECTED INDEPENDENT WORK

ROWM (eSIM platform), led design for a consumer travel product, directing a mid-level designer while owning the core UX/UI and product flows, from discovery through developer handoff. Launching 2026.

TEACHING & THOUGHT LEADERSHIP

- **Author of two Uxcel courses:** The Product Development Lifecycle and Stakeholder Management.
- Led a public workshop on building multilingual Arabic / English design systems, sharing a production method developed and used across banking projects.

EDUCATION

- M.S. Computer Science, American University of Beirut, 2009
- B.S. Computer Science, University of Balamand, 2006

SKILLS & LANGUAGES

Leadership & practice: Design leadership, product management, team building, DesignOps, design systems, UX strategy, user research, product discovery, stakeholder management, Agile / Lean UX

Tools: Figma, Adobe CS (Photoshop, Illustrator, InDesign, XD), front-end familiarity (HTML, CSS, Angular, TypeScript)

Languages: English (native), Arabic (native), French (basic)