



MOHAMMED ALDULAYMI

Design Lead

CONTACT

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Gothenburg, Sweden

SOFT SKILLS

- Ideation and concept generating using various frameworks and methods
- Visual communicating through digital and physical media
- Ability to analyze research and user data in order to create a quick and efficient holistic view
- Technical understanding of production processes due to engineering background
- Project management and team player attitude

ABOUT ME

Bridging engineering and design, I blend technical expertise with problem-solving and process-driven thinking. With a master's in interaction design, I craft human-friendly solutions while thriving in diverse teams across cultures. I enjoy bringing people together, fostering a supportive work environment where creativity and collaboration thrive. My multicultural background helps me adapt, connect, and contribute to dynamic teams.

EXPERIENCE

Design Lead

Dec. 2023-Present

Lynk&Co, Geely group

Gothenburg

Led a cross-disciplinary team in designing market-leading digital experiences for HMI team in GEELY vehicles.

- Directing the transition from 2D to 3D for the latest Lynk & Co 009, serving as the design lead for the new 3D OS. This involved developing a next-generation design system, from pixel-perfect illustrations to Figma integration and enhancing select components in 3D.
- Drove cross-functional collaboration with designers, developers, and product teams, ensuring seamless integration and in-house testing using Unreal Engine before deployment to China.
- Established and nurtured a strong design community, facilitating knowledge-sharing and continuous improvement of the HMI system for the OTA upgrade generations.

Design Director

June. 2023-Sep, 2023

NIEW

Dubai

- Established and led the Dubai office for an Italian design company, overseeing all logistics, operations, and strategic setup in a new market.
- Built and managed a high-performing design team, handling the entire recruitment process, including interviews, candidate selection, and relocations.
- Developed and nurtured client relationships, successfully negotiating and securing design contracts to drive business growth.
- Represented the company in the region, strengthening brand presence and expanding market opportunities.

Senior designer

2021 - 2023

Lynk&Co, Geely group

Gothenburg

- Lead designer for the 2021 Lynk & Co concept car, shaping the digital direction for the next generation of HMI.
- Designed and developed interior lighting for the Lynk & Co 08 car, integrating After Effects and Blender to create digital prototypes, collaborating with developers to export code for in-car implementation.
- Contributed to exterior lighting concepts for the Lynk & Co 08 car, ensuring seamless integration with the vehicle's design.
- Designed UX/UI screen content across multiple vehicle generations, enhancing user interaction and digital experience.

Service Designer

2021 - 2023

Doctors without borders

Part time- Online

- The aim of the project "Västerbotten without borders" (VuG) is to develop, test, and establish a comprehensive digital healthcare delivery model. This project combines customized digital technology and the attractiveness of innovative work models for healthcare providers.

LANGUAGES

- English (professional)
- Swedish (professional)
- Arabic (native)

HARD SKILLS

- Motion design (Blender)
- Design system tools: Figma, Sketch
- Adobe suite
- 3D modeling (Rhino, solid work)
- Prototyping: Python, Arduino, Raspberry pi
- Planning: Jira, Planner etc.

EXPERIENCE

UX DESIGNER

2019 - 2021

MO Industrial Design

Gothenburg

- Supporting brands, agencies, and design studios with responsive web design, user-focused dashboards, and app UI. Collaborating closely with stakeholders to prototype, test, and refine solutions.

UX RESEARCHER

2017 - 2019

SCANIA

Stockholm

- Did Field research in Dubai and Saudi Arabia to study target users to collect and analyze data that helped inform the product design process. UX research process challenge the collected data through deep synthesizing and focus to create new design challenges and possible solutions.

GUEST LECTURER

Yearly

Umeå University, Sweden

Umeå

EDUCATION

INTERACTION DESIGN MASTER

2020 - 2021

Malmö University

Sweden

INDUSTRIAL DESIGN BACHELOR

2017 - 2020

Umeå University

Sweden

INDUSTRIAL DESIGN INTENSIVE

2016 - 2017

Umeå University

Sweden

LASER AND OPTICS ENGINEERING

2005 - 2017

TECHNICAL UNIVERSITY

Iraq