PORTFOLIO 2026

MOHAMED MOSAAD

Creative Director & Digital Product Designer

MM Design Studio · Brand, product and code, designed and built by one studio in Cairo.



a little about me

I started with identities and interfaces. Along the way I ended up designing the software, systems and physical spaces behind them too.

Today MM Design Studio works end to end, brand, product, code and space, without passing the idea through five different teams. AI, rapid prototyping and modern development tools give one studio the range of a much larger team.

12
Years designing and shipping

60+
Projects delivered

10+
Disciplines, one studio



what I do

SERVICES



DIGITAL PRODUCTS

Websites, landing pages and portfolios, from first sketch to launch.



SOFTWARE PRODUCTS

POS, operations, finance and reservation systems, online or offline.



BRANDING

Identities, brand ideas, presentations and social media systems.



MOBILE APPS

iOS and Android apps, from storefronts to booking, shipped to the stores.

my toolbox

TEN DISCIPLINES. ONE STUDIO.

- Web development
- Mobile applications
- Landing pages
- POS systems
- Operations systems
- Reservation systems
- Portfolios
- Presentations & branding
- Social media branding
- Interior design

Figma Design	**React** Interfaces	**Three.js** 3D & motion
Tailwind Styling	**Node** Back end	**Electron** Desktop apps
SQLite Offline data	**Shopify API** Commerce	**Claude AI** AI production

CLIENTS

TRUSTED BY

OSL for Entertainment Projects

Mamai

Saheb El Saada

A La Mode Boutique

Orascom Investment

X-Fortis

SMART Construction & Fit Out

CLASSY

projects I'm proud of

SELECTED WORK

No.	Project	What it is	Client	Year
01	Odin	Cash flow & procurement	Project finance teams	2026
02	OSL Lumina	Operations system	Pyramids Sound & Light	2026
03	Mamai Restaurant	Restaurant website	Mamai	2025
04	CLASSY	Brand identity	CLASSY Theater	2026
05	Echoes Of The Pyramids	Experience & ticketing site	Pyramids Sound & Light	2024
06	A La Mode Boutique	Shopping app	A La Mode Boutique	2024
07	OSL Pulse	HR platform	Pyramids Sound & Light	2026
08	Saheb El Saada	Reservation website	Saheb El Saada	2023
09	Quick Bite	Grocery app	Quick Bite	2023
10	A La Mode POS	Offline POS system	A La Mode Boutique	2022

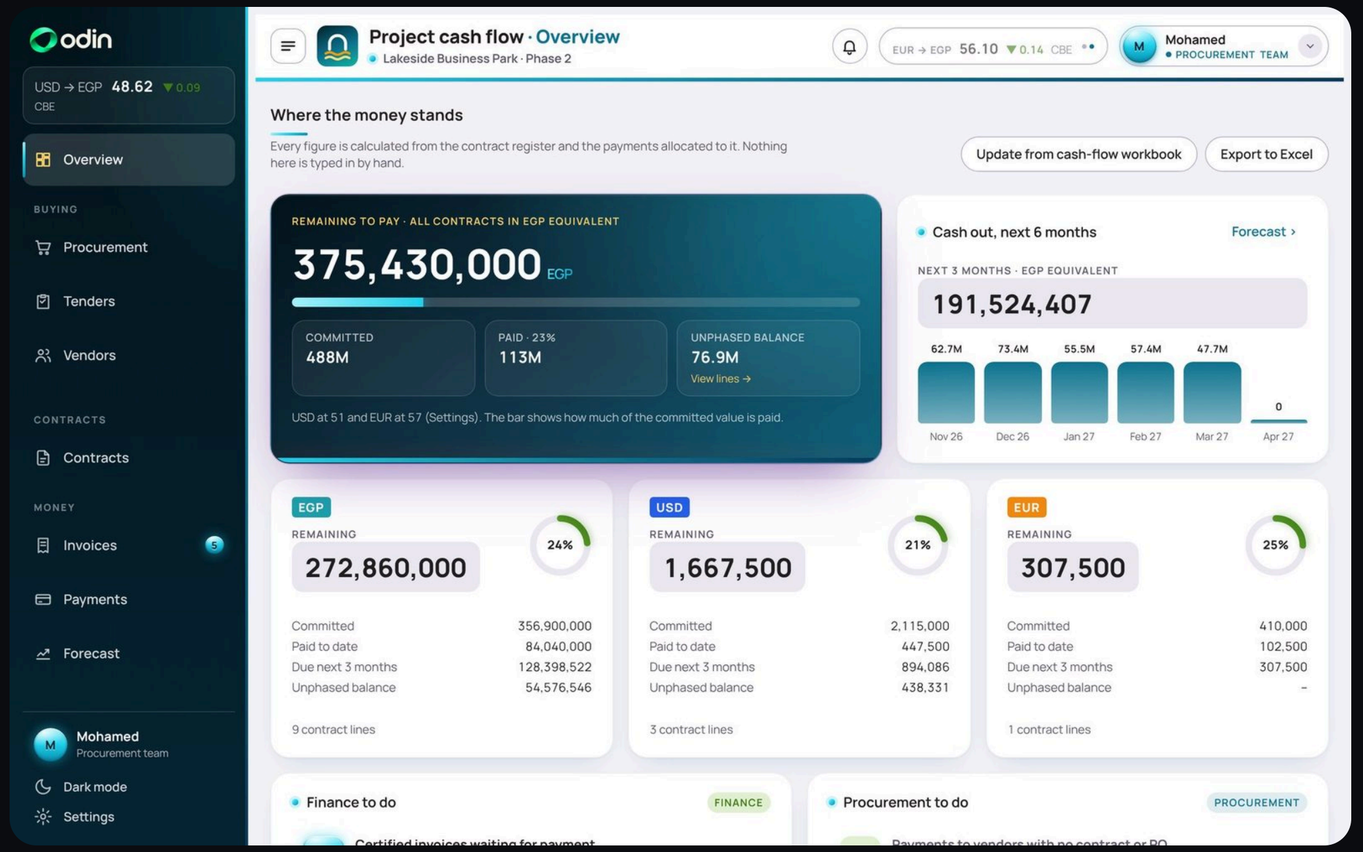
01 · CASH FLOW & PROCUREMENT

ODIN

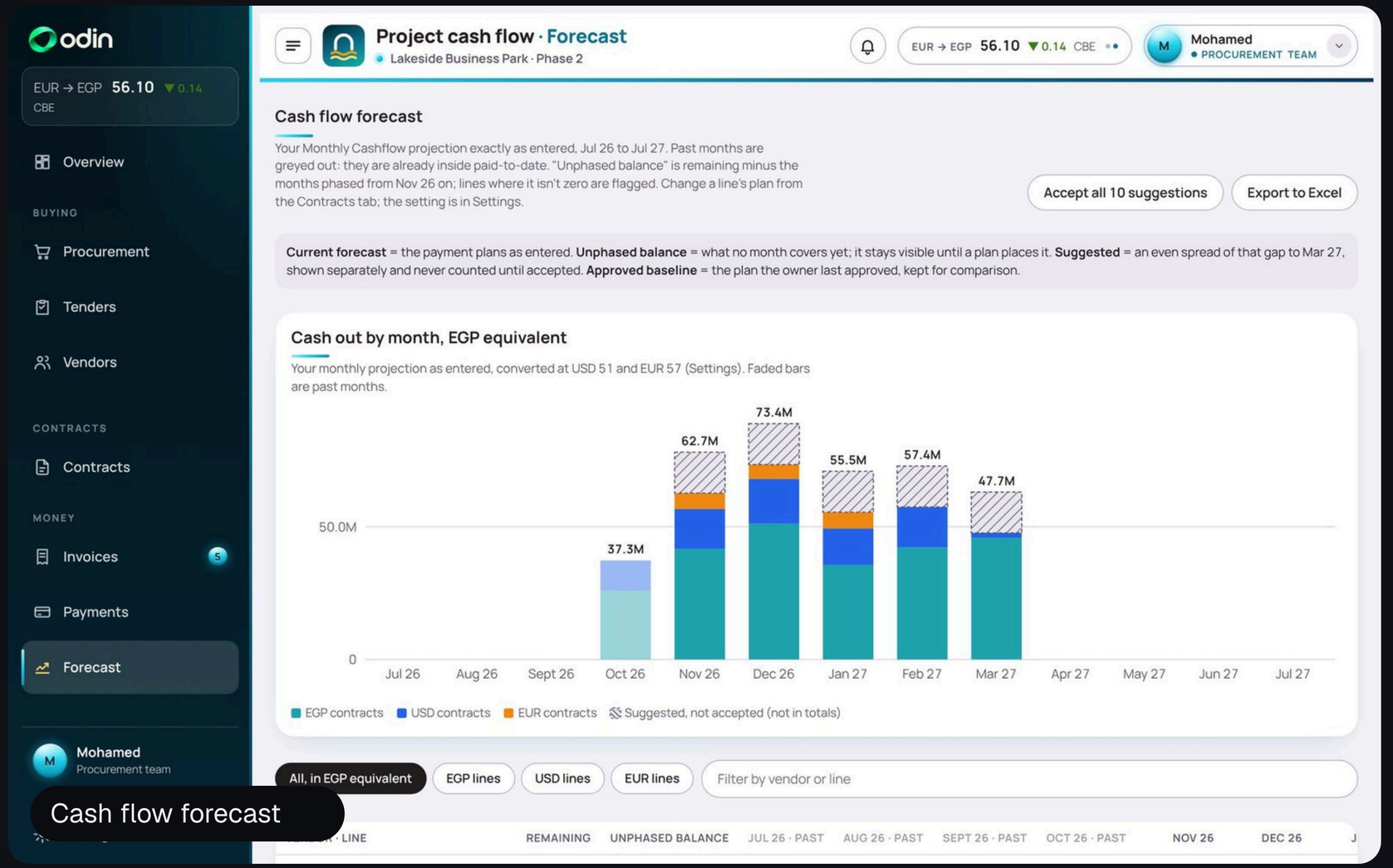
Project finance & procurement teams · 2026

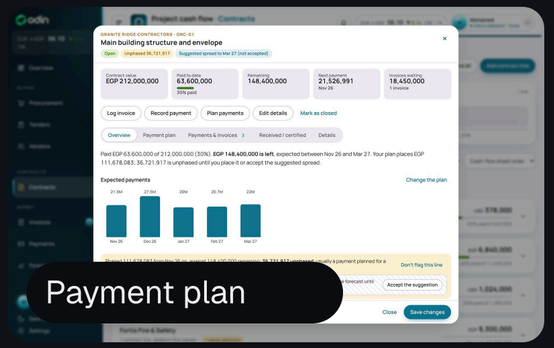
One platform for a project's money: contracts, invoices, payments, cash flow forecasts, tenders and procurement. Every figure is calculated from the contract register, nothing typed in by hand.

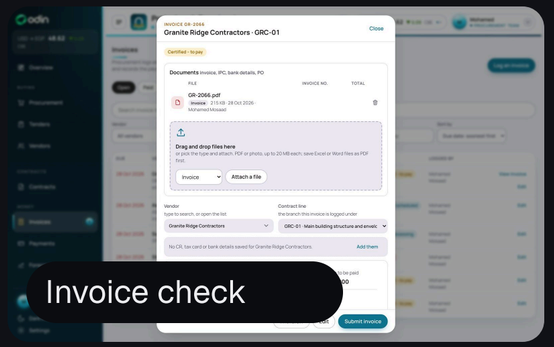
Cash flow · Invoicing · Procurement · EGP · USD · EUR

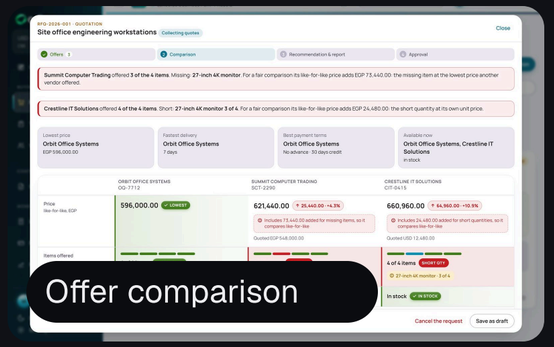


01 · KEY SCREENS ODIN









02 · OPERATIONS SYSTEM

OSL LUMINA

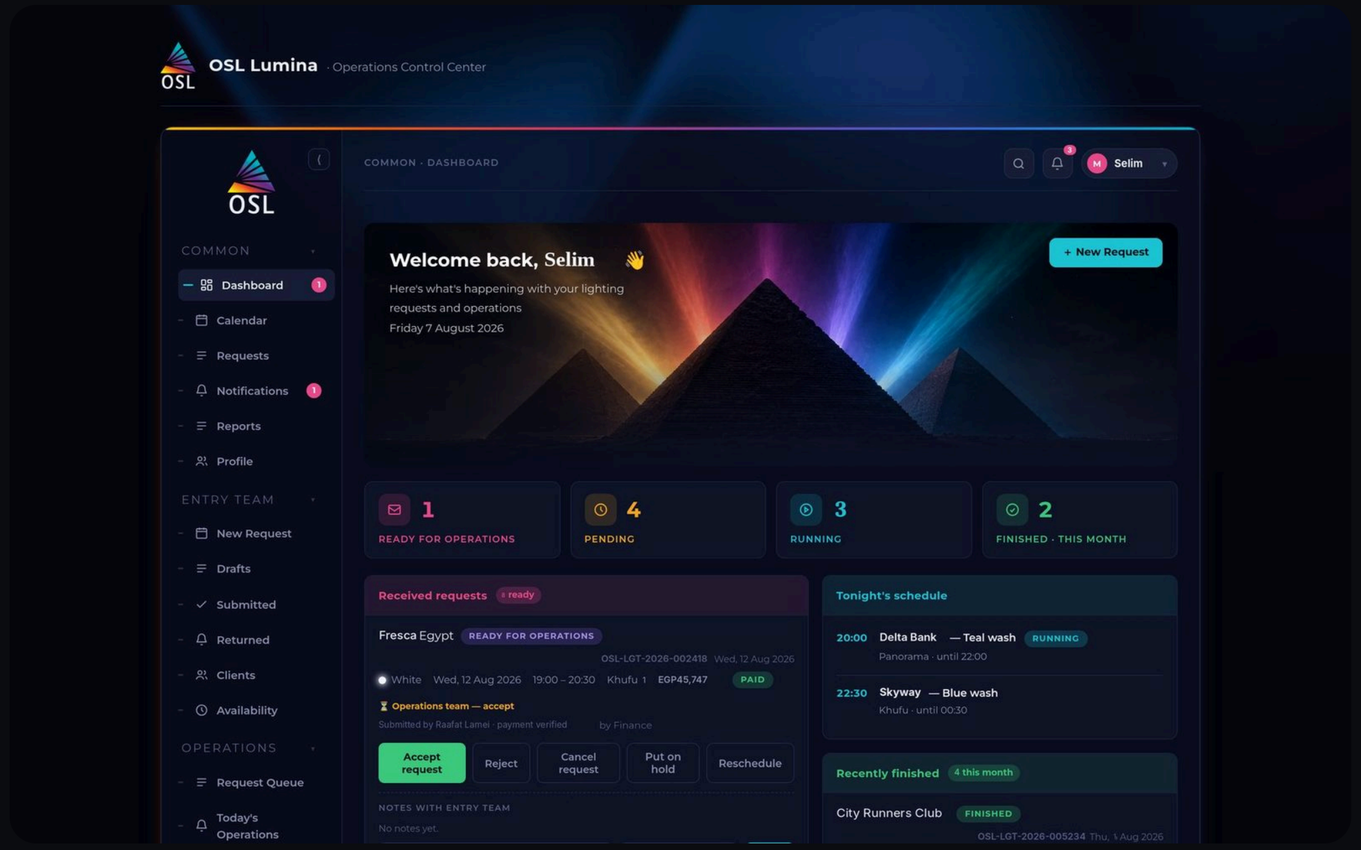
Pyramids Sound & Light · 2026

The operations system for the company that lights the Giza Pyramids. One controlled pipeline from request to closed: priced automatically, verified by finance, conflict-free, and fully offline.

Conflict-free booking

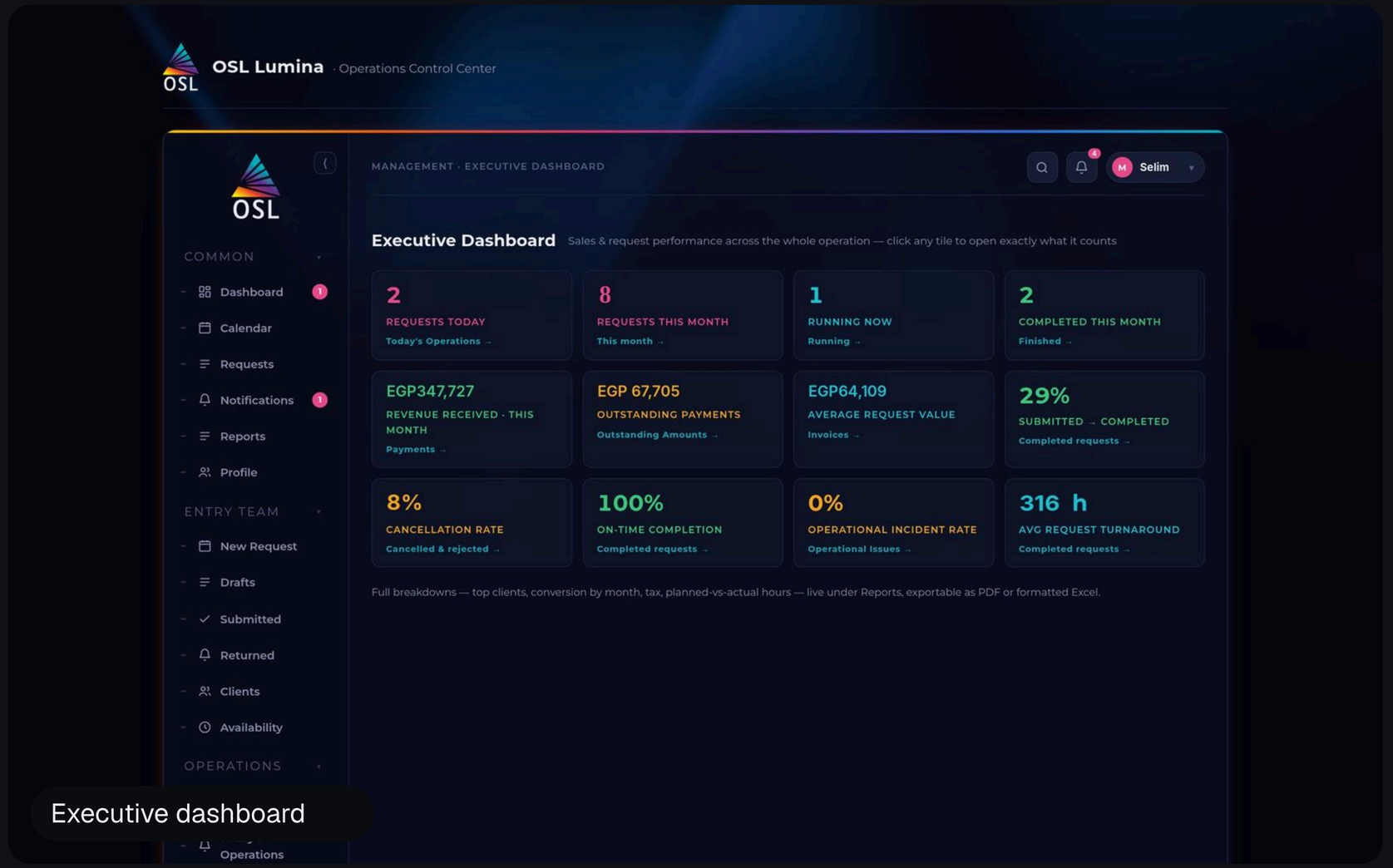
Payment gate

Reports & KPIs

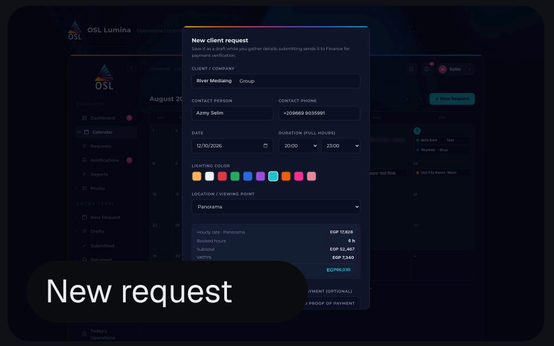


02 · KEY SCREENS

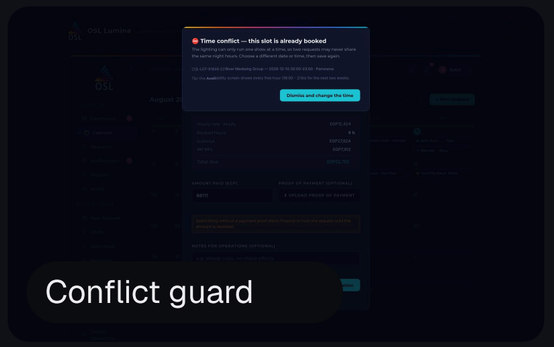
OSL LUMINA



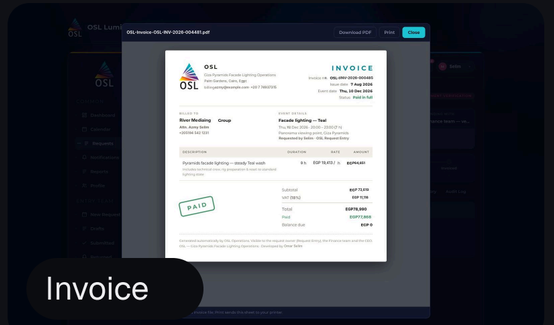
Executive dashboard



New request



Conflict guard



Invoice

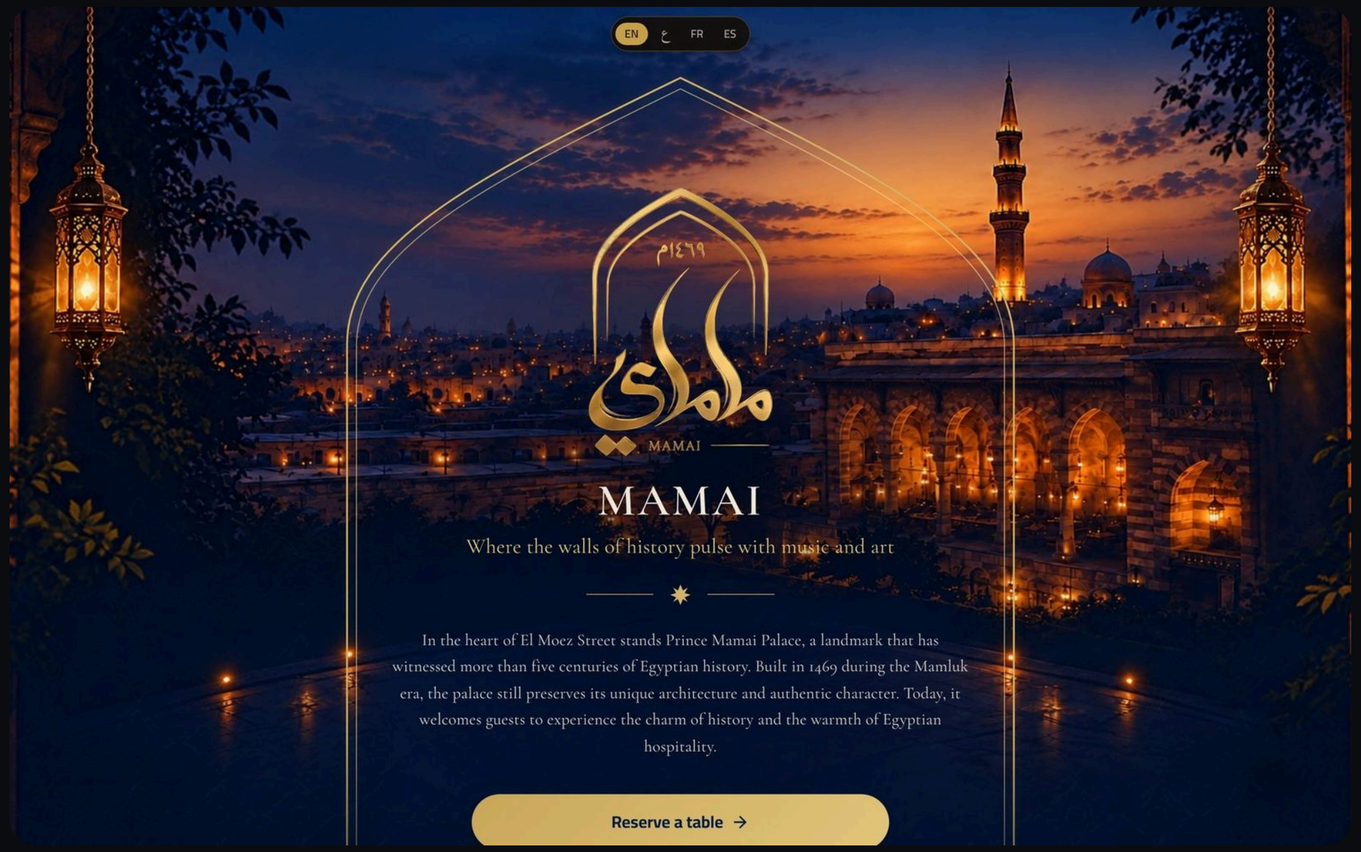
03 · RESTAURANT WEBSITE

MAMAI RESTAURANT

Mamai · 2025 · mamai-reservation.com

A restaurant and theater inside a 500-year-old palace on Moez Street. Tables and nightly shows booked and paid online, in English, Arabic, French and Spanish.

Reservations | Payments | 4 languages

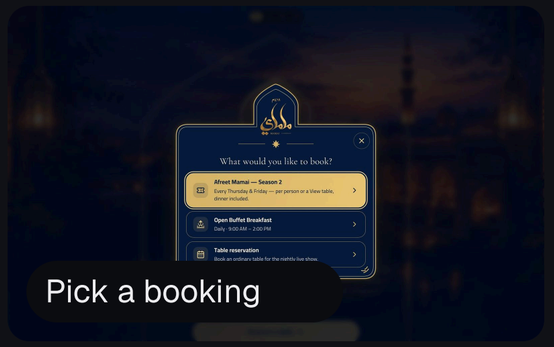


03 · KEY SCREENS

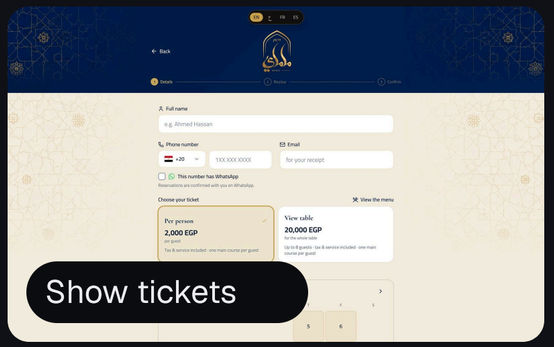
MAMAI RESTAURANT



Gallery



Pick a booking



Show tickets

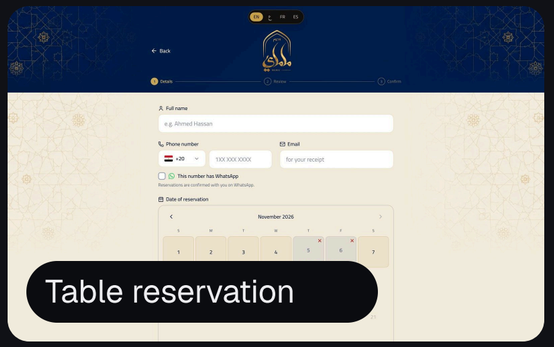


Table reservation

04 · BRAND IDENTITY

CLASSY

CLASSY Theater & Fine Dining · 2026

A theater and fine-dining brand where dinner becomes a story, told through ten masked marble characters who step into modern life.

Brand story | 10 characters | Venue & social

Full brand book: 76 pages, available as PDF.



04 · KEY PAGES CLASSY

MOOD BOARD



Marble, after hours

Formal sculpture gives the world its poise.

Oxblood adds warmth.

Acid brings one modern interruption.

فخامة لها شخصية.
ومفاجأة في التفاصيل.

04

Mood board

COLOR

Four colors. One unmistakable mood.

OXBLOOD	BONE	ACID	INK
#4A1325	#F2EBDD	#D7F542	#171719
RGB 74 / 19 / 37	RGB 242 / 235 / 221	RGB 215 / 245 / 66	RGB 23 / 23 / 25
[illegible]	[illegible]	5% / the interruption	15% / readable details

النبيتي والعاجي أساس الهوية، والأخضر الليموني لمسة

Four colours

05

APPLICATION 27 / CLASSY



Entrance and main sign

PROPOSED SIZE

3000 x 650 mm sign zone concept, site measure required

The street gets the first performance.

A clear name and selective character windows attract attention while the entrance stays obvious.

اسم واضح وتماثيل مضاءة داخل الشبابيك، تضبط
الثقافة بعد رفع مقاسات الواجهة على الطبيعة.

Illuminated letters and engineered fascia

Concept visualization. Final size, construction and material follow site/product measurement and supplier sampling.

09

Main sign

SOCIAL MEDIA IDENTITY

Which one are you?

MEET THE CLASSY CROWD.

Ten characters. Ten points of recognition.
One familiar friend in every group.

yone together.

Social media

07

05 · EXPERIENCE & TICKETING WEBSITE

ECHOES OF THE PYRAMIDS

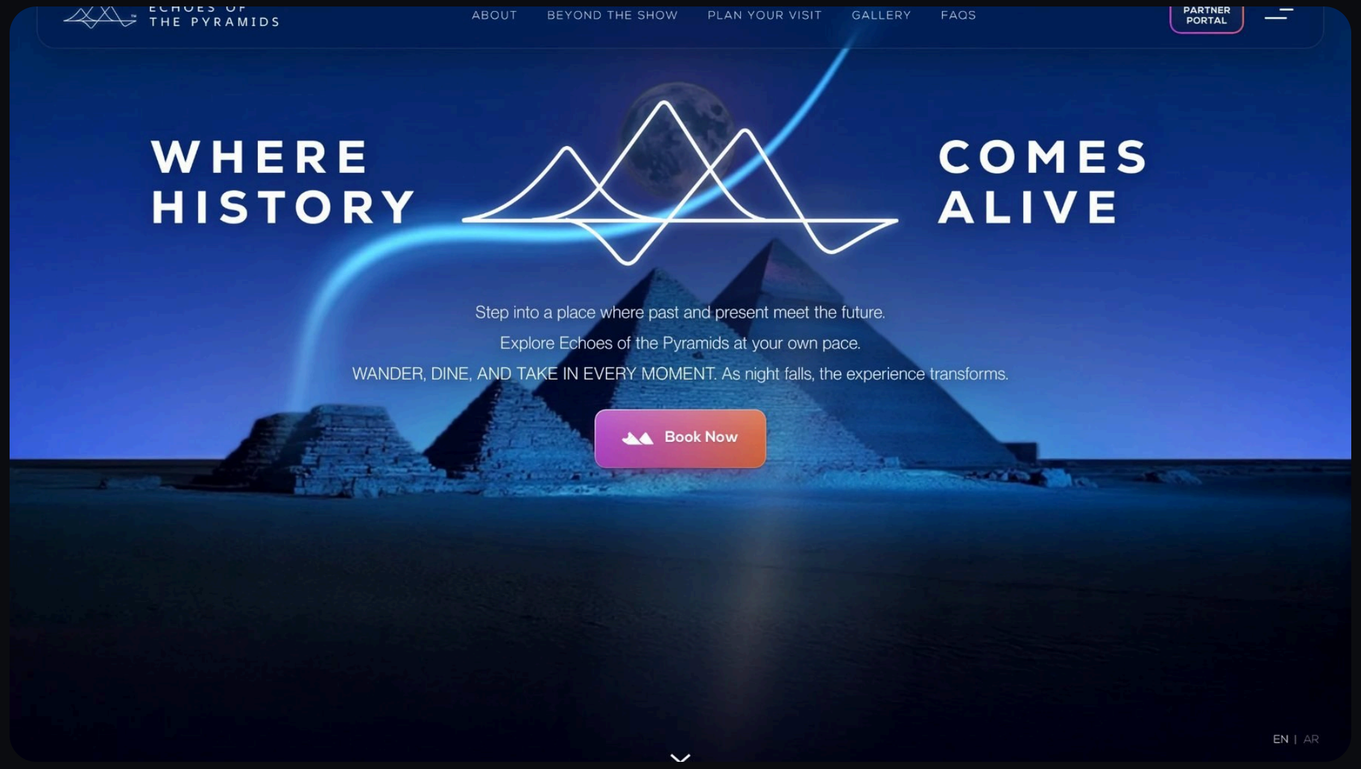
Pyramids Sound & Light · 2024

The website for the new sound and light show at the Giza Pyramids: a cinematic front door that tells the story, shows everything the night offers and sells the seat, in English and Arabic.

Online ticketing

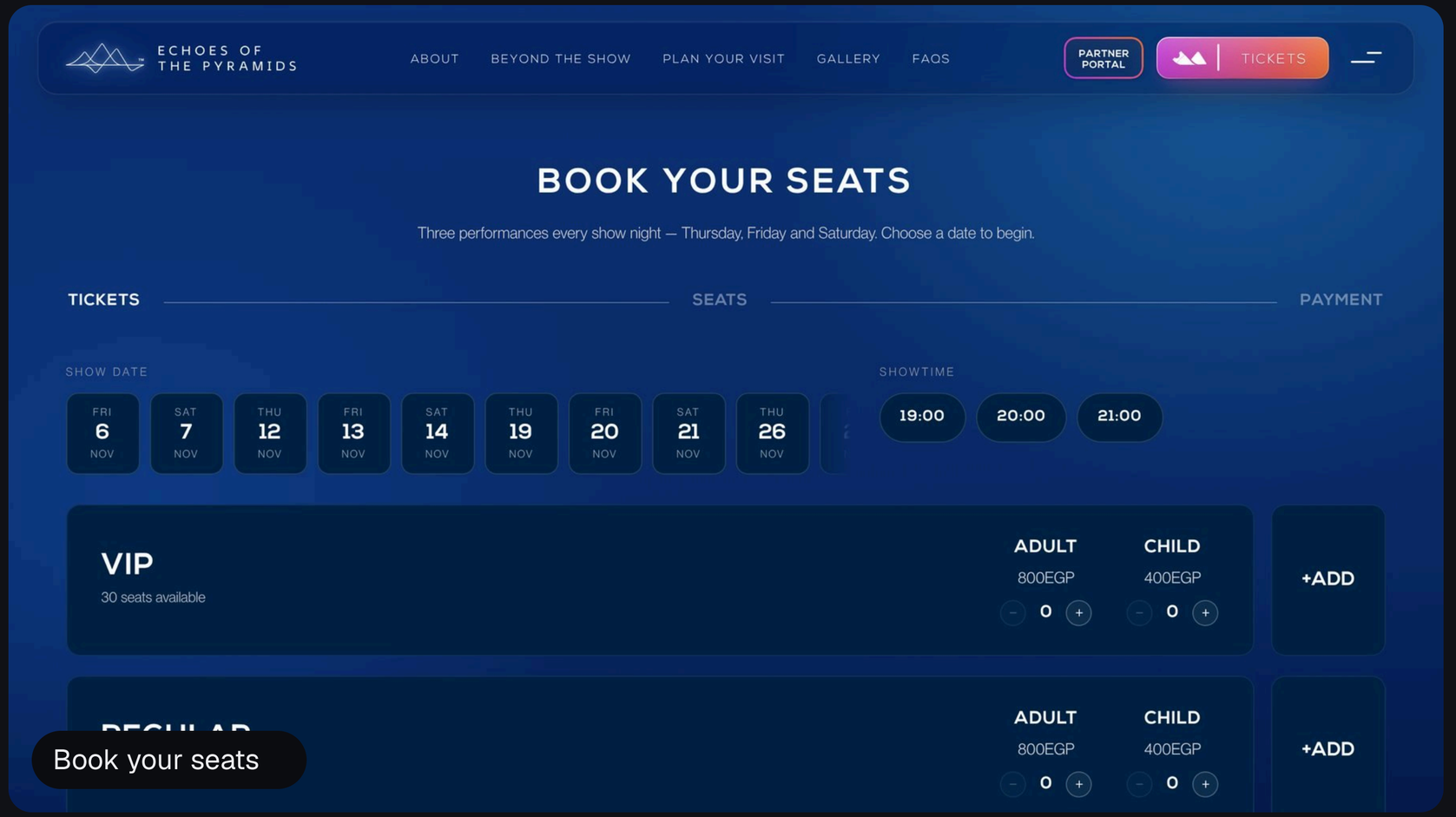
Dining & events

English & Arabic

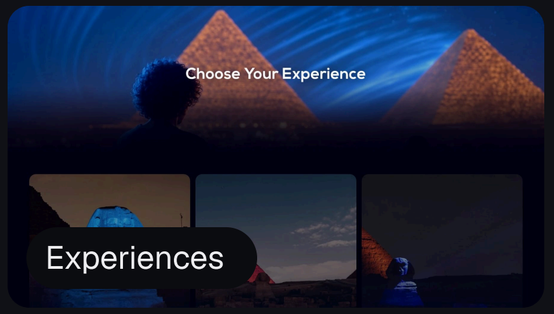


05 · KEY SCREENS

ECHOES OF THE PYRAMIDS



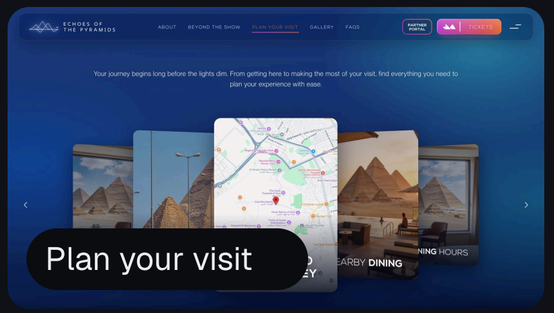
Book your seats



Experiences



Dining



Plan your visit

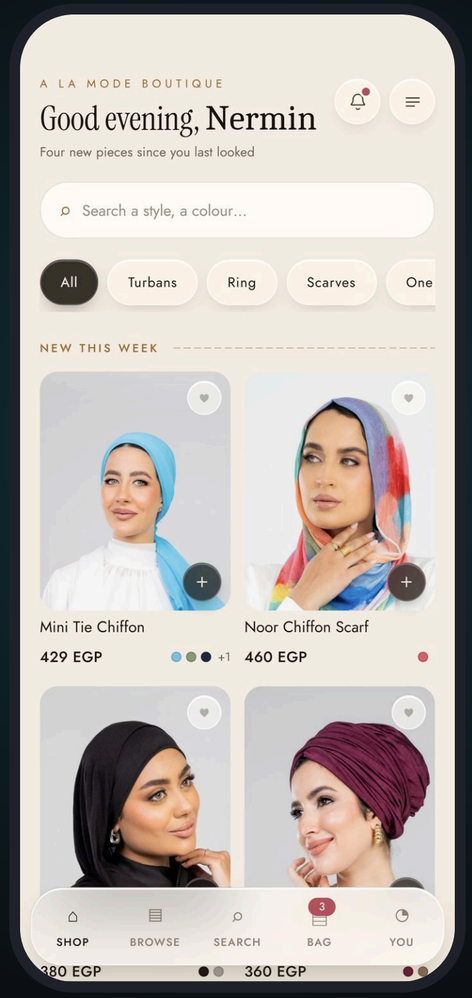
06 · SHOPPING APP

A LA MODE BOUTIQUE

A La Mode Boutique · 2024

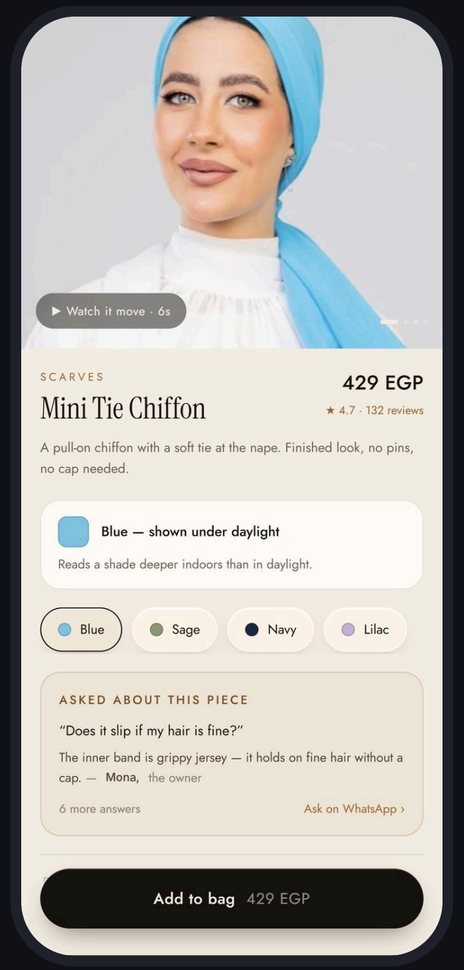
An Egyptian turban and scarf brand with eleven years of customers, now with a storefront app that loads fast on a phone, plus Backstage, the shop’s own admin.

3 ways to pay | Loyalty | Stock control

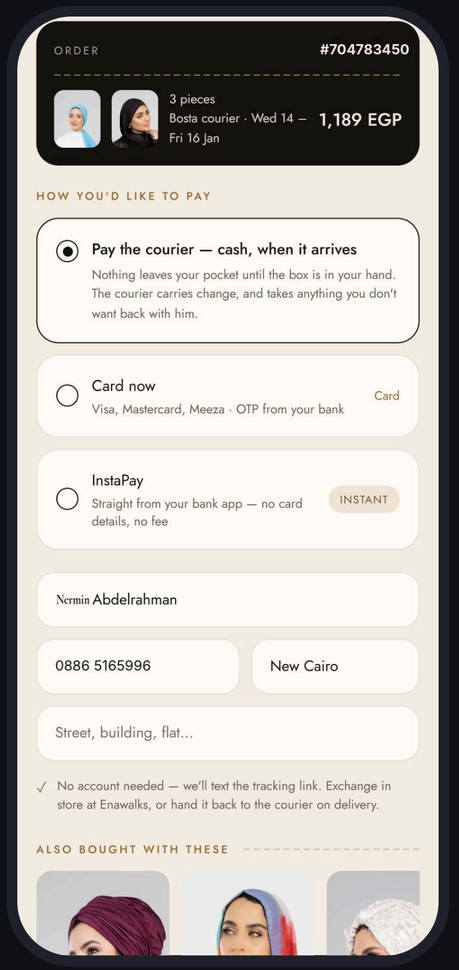


06 · KEY SCREENS

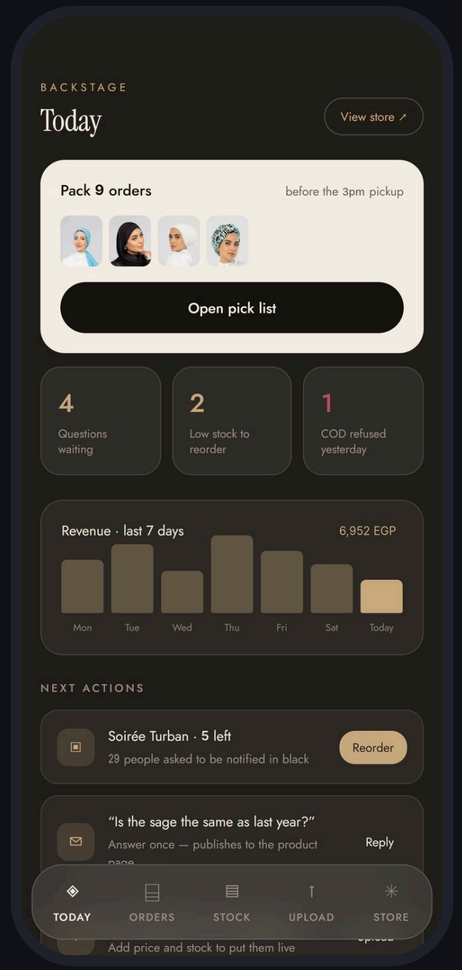
A LA MODE BOUTIQUE



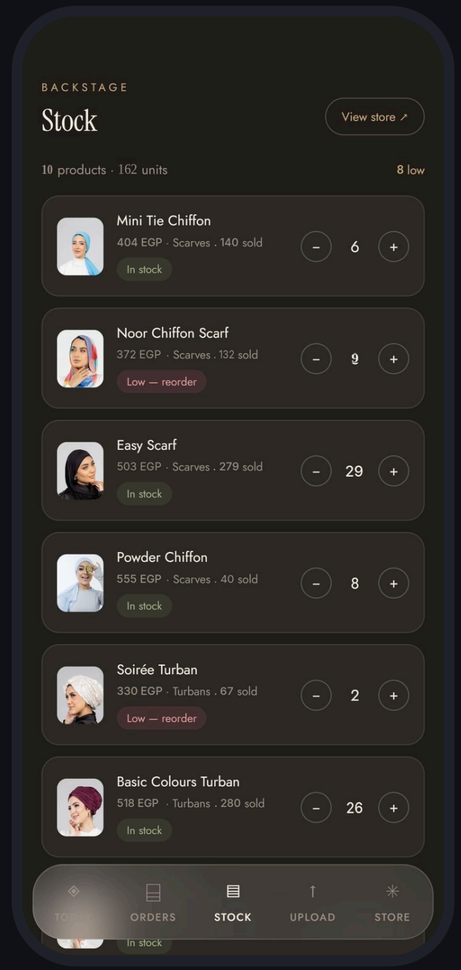
Product detail



Checkout



Backstage: today



Stock levels

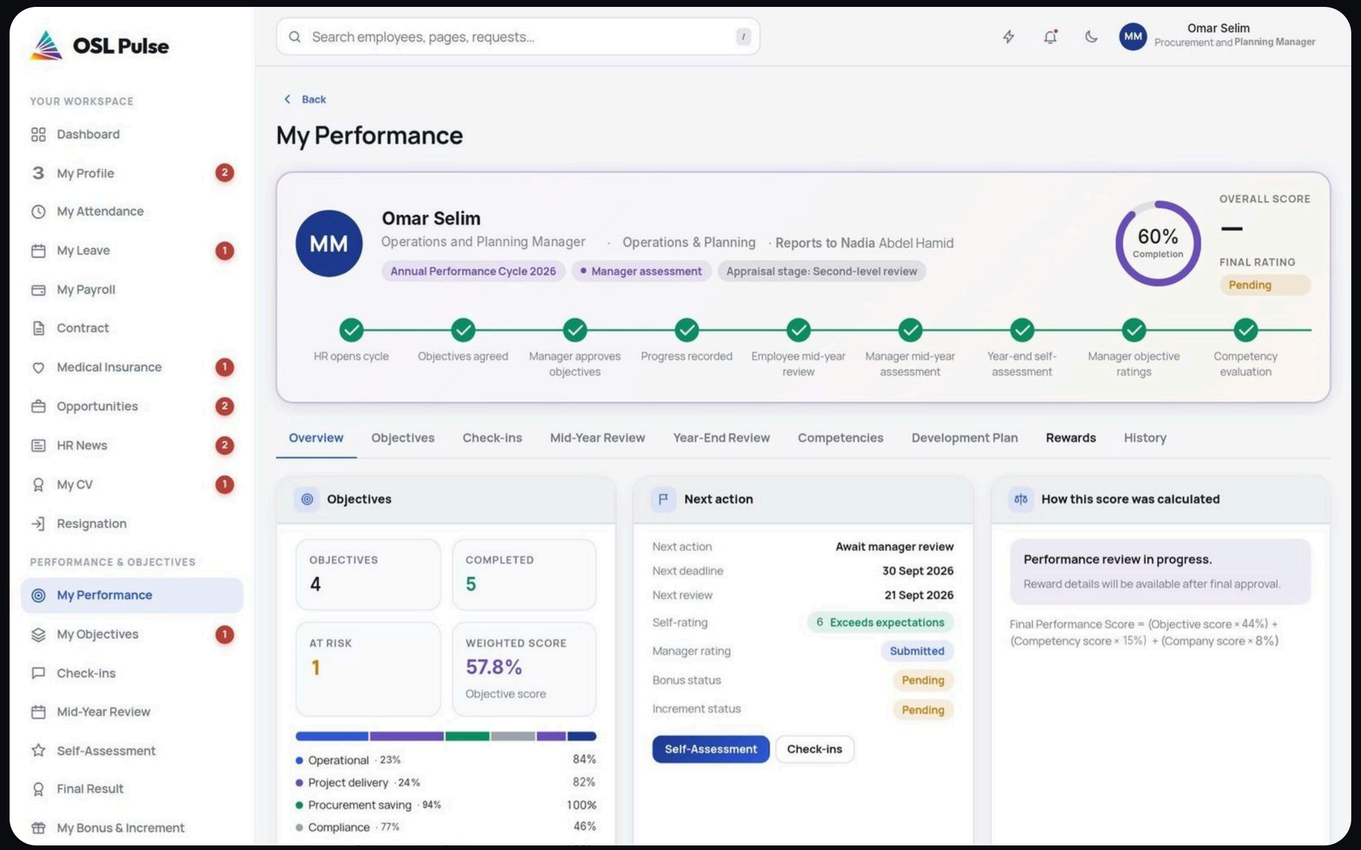
07 · HR PLATFORM

OSL PULSE

Pyramids Sound & Light · 2026

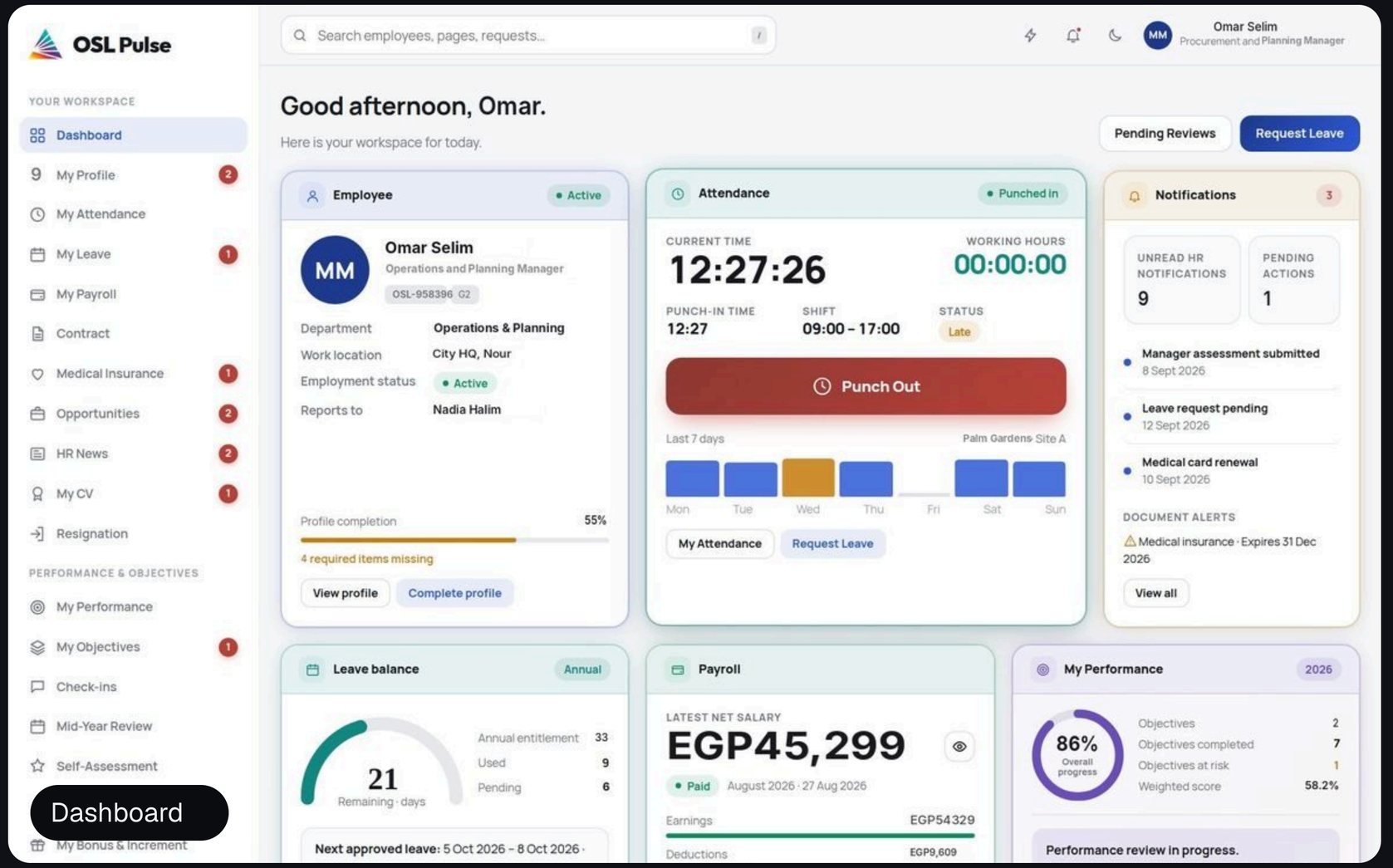
One workspace for attendance, leave, payroll and the full performance cycle, for employees, managers, HR and Finance, in light and dark, on desktop and phone.

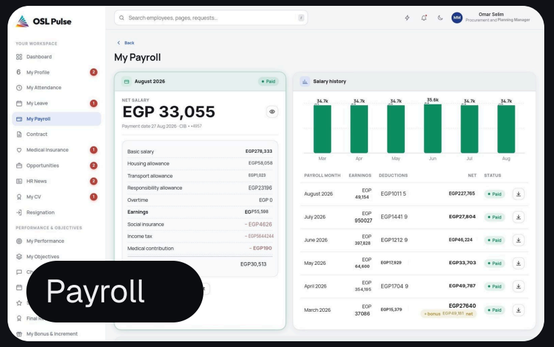
Attendance | Payroll | Performance cycle

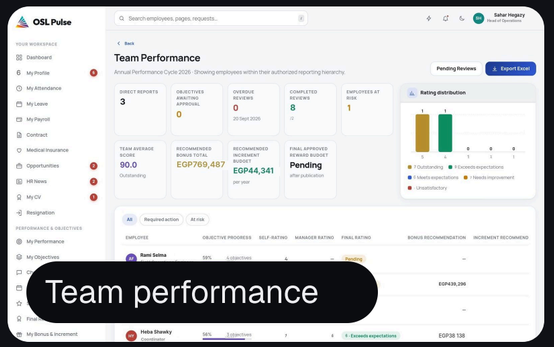


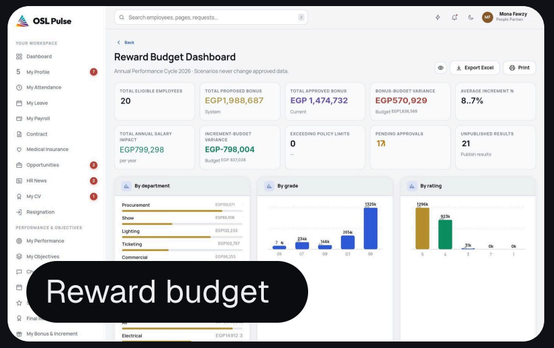
07 · KEY SCREENS

OSL PULSE









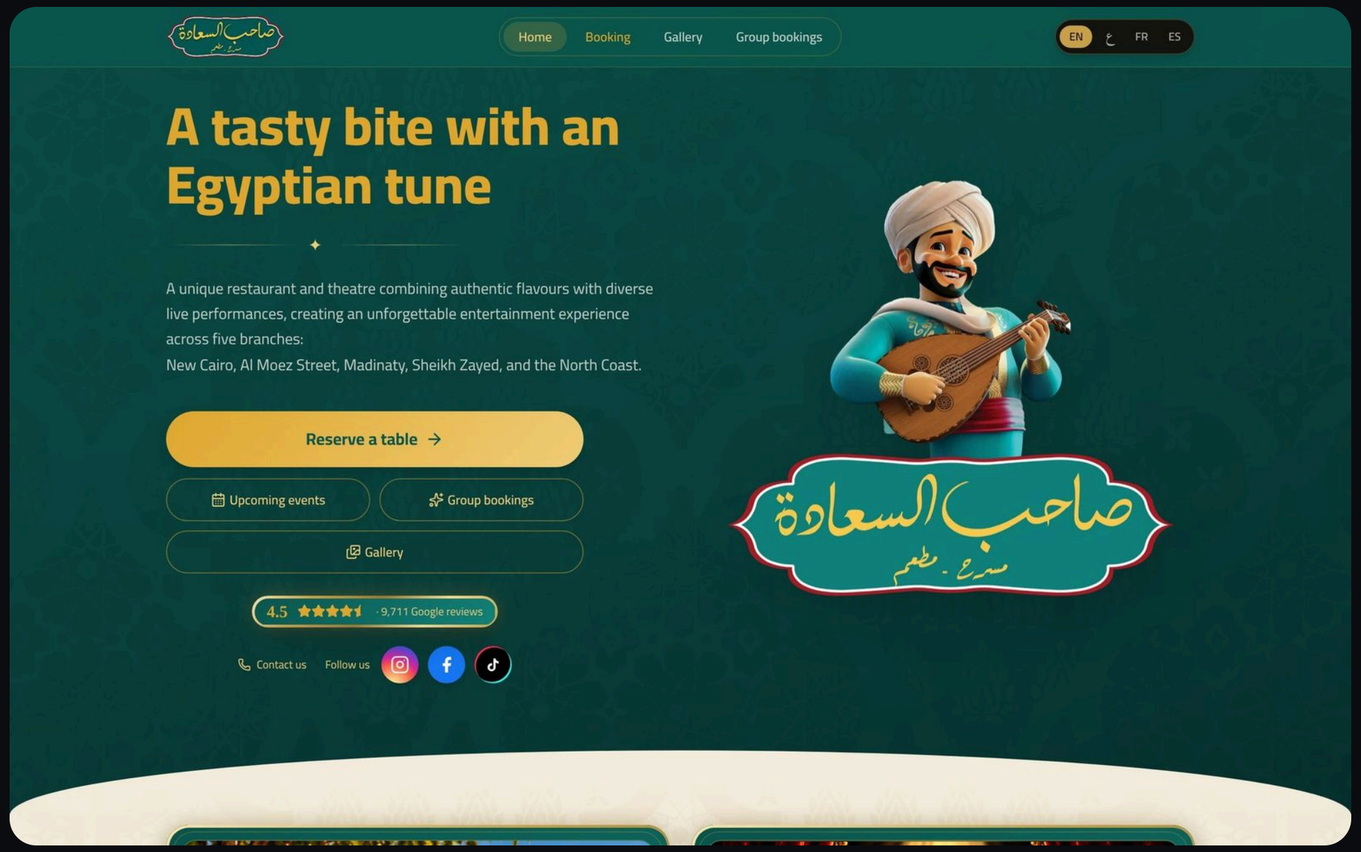
08 · RESERVATION WEBSITE

SAHEB EL SAADA

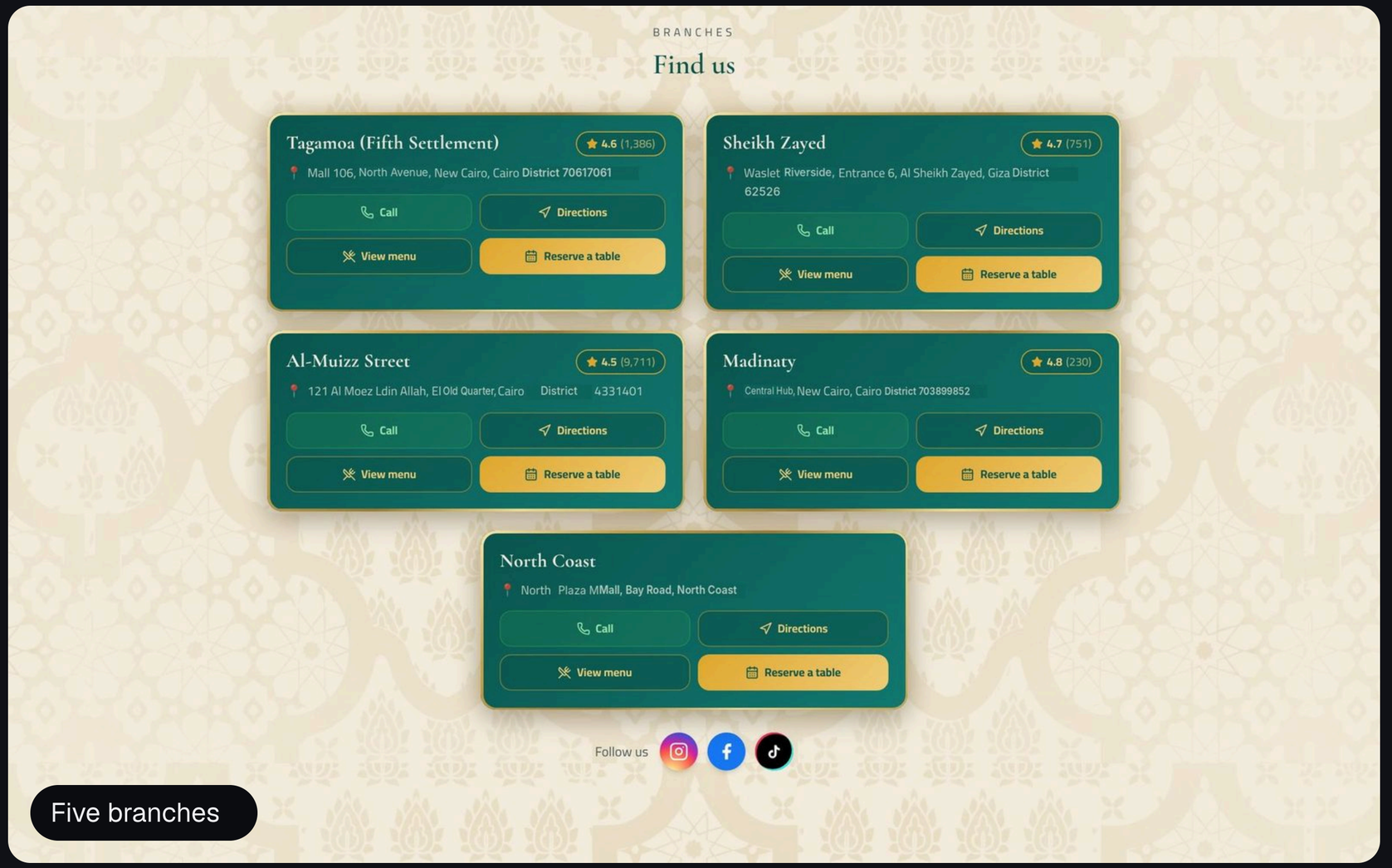
Saheb El Saada · 2023 · sahebelsaada-reservation.com

A traditional oriental restaurant with live nights across five branches. One site takes every table and show booking, takes the payment, and lands it where the floor team can read it.

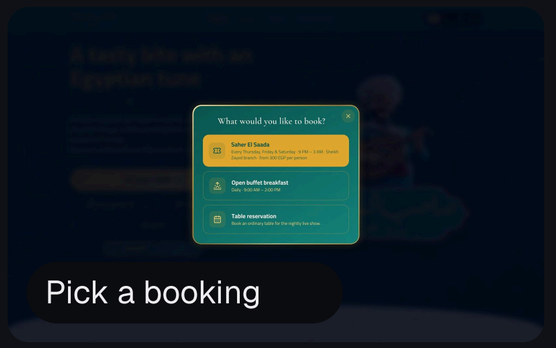
5 branches | Tables & shows | Payments



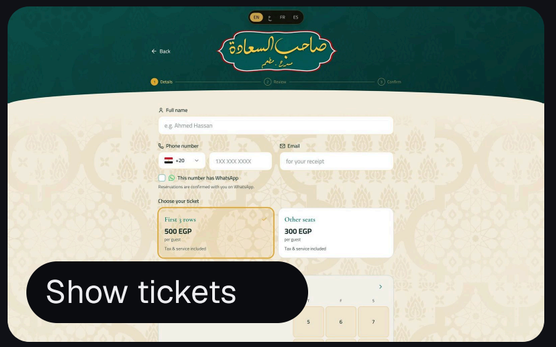
SAHEB EL SAADA



Five branches



Pick a booking



Show tickets

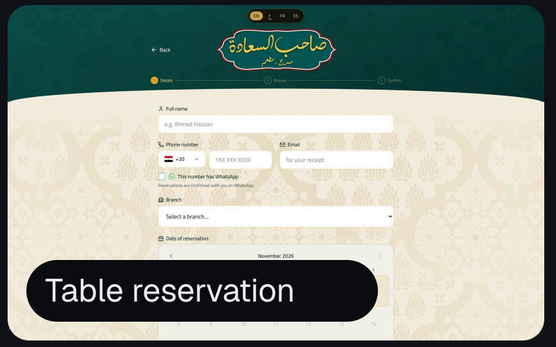


Table reservation

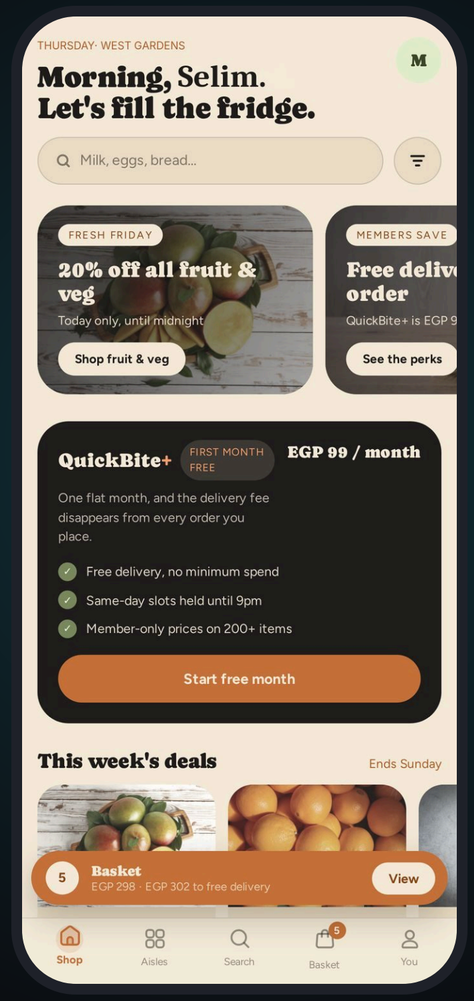
09 · GROCERY APP

QUICK BITE

Quick Bite · 2023

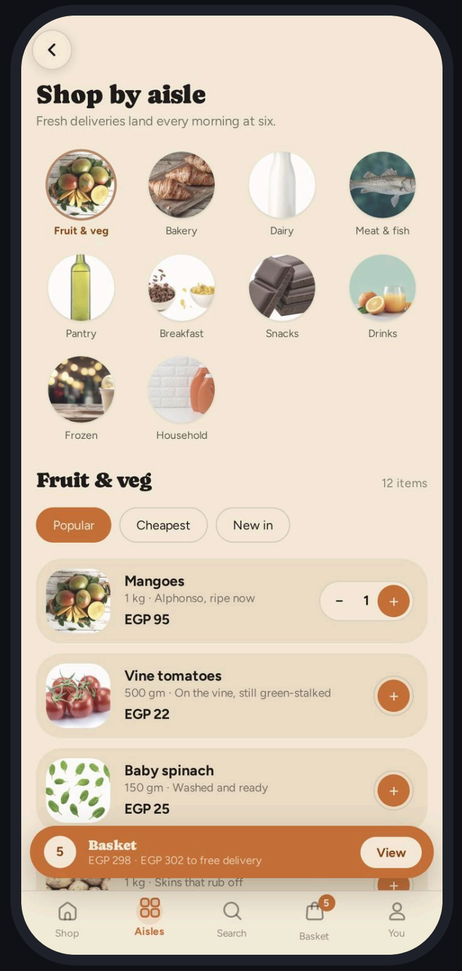
Groceries ordered from the phone and delivered in under thirty minutes, so ordering had to be faster than writing a list, and keep working on a bad signal.

iOS & Android | Payments | Subscriptions

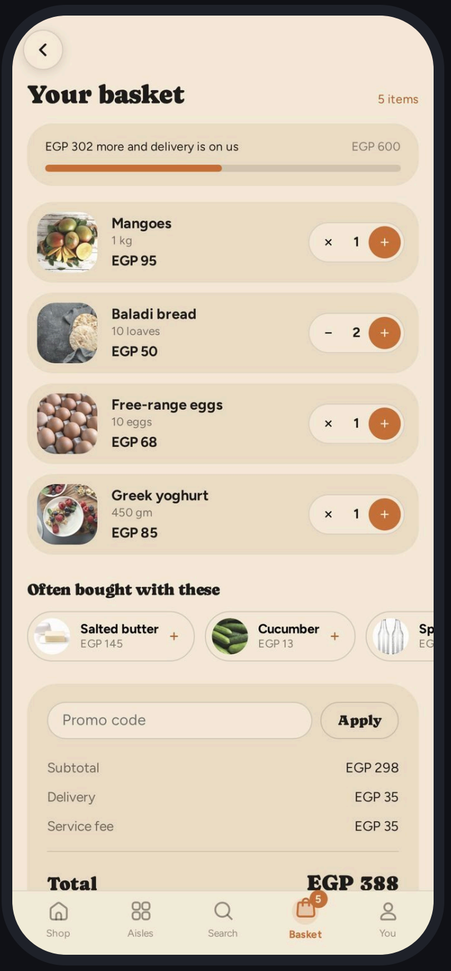


09 · KEY SCREENS

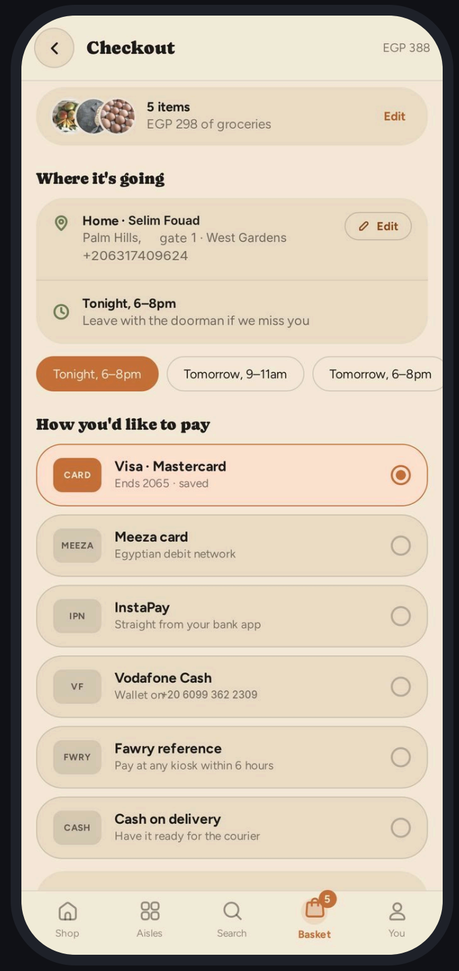
QUICK BITE



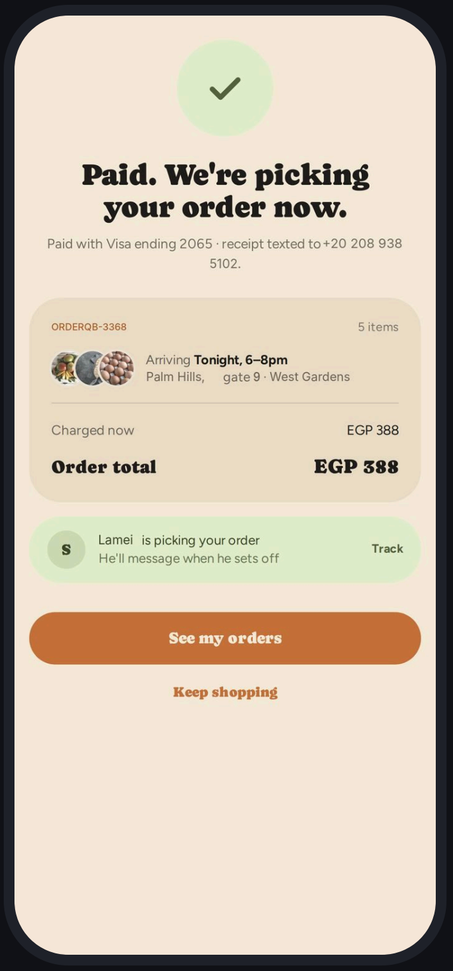
Aisles



Basket



Checkout



Order placed

10 · POS & BACK OFFICE

A LA MODE POS

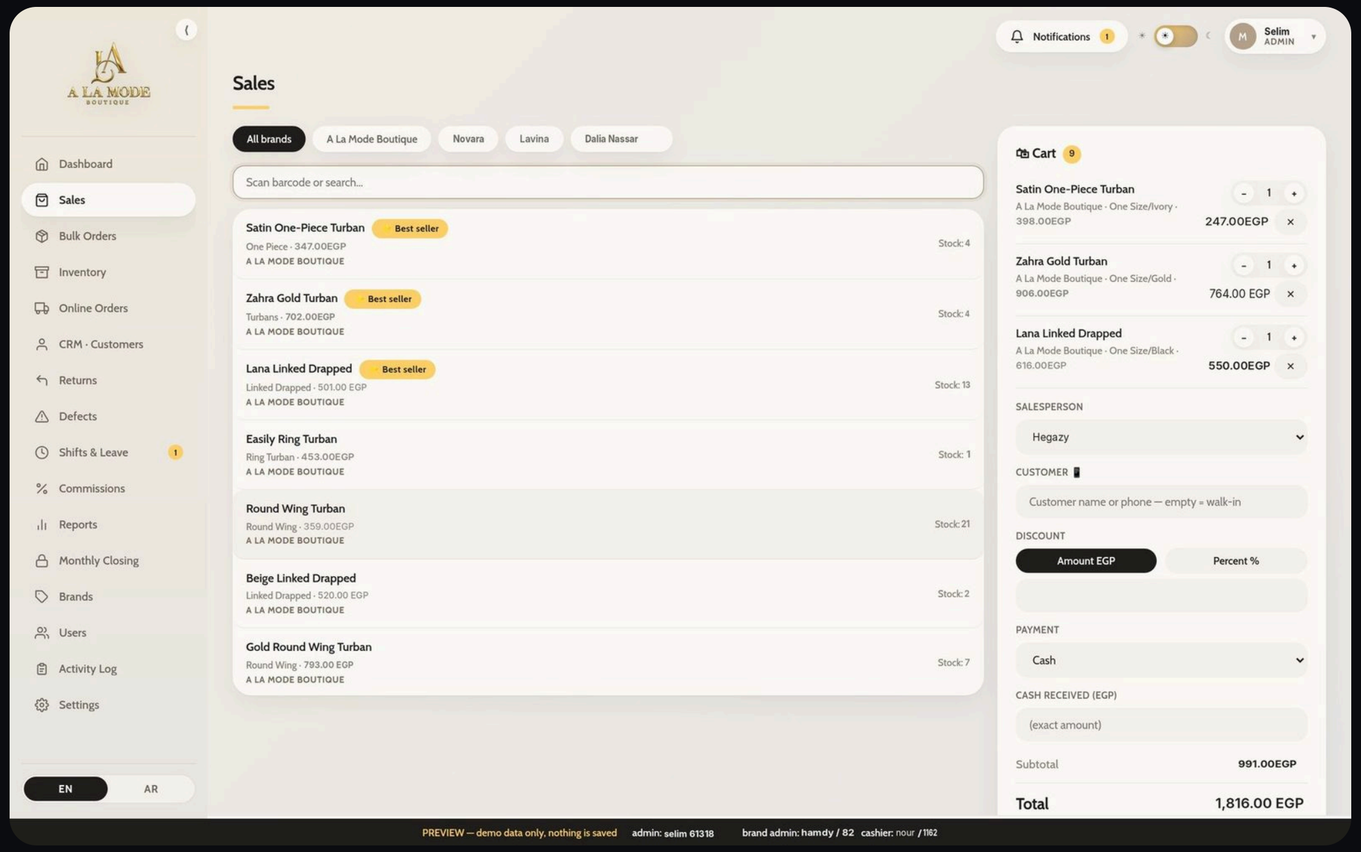
A La Mode Boutique · 2022

An offline point-of-sale and management system for a Cairo fashion retailer: no internet dependency, no monthly fees, no data leaving the store.

Offline desktop app

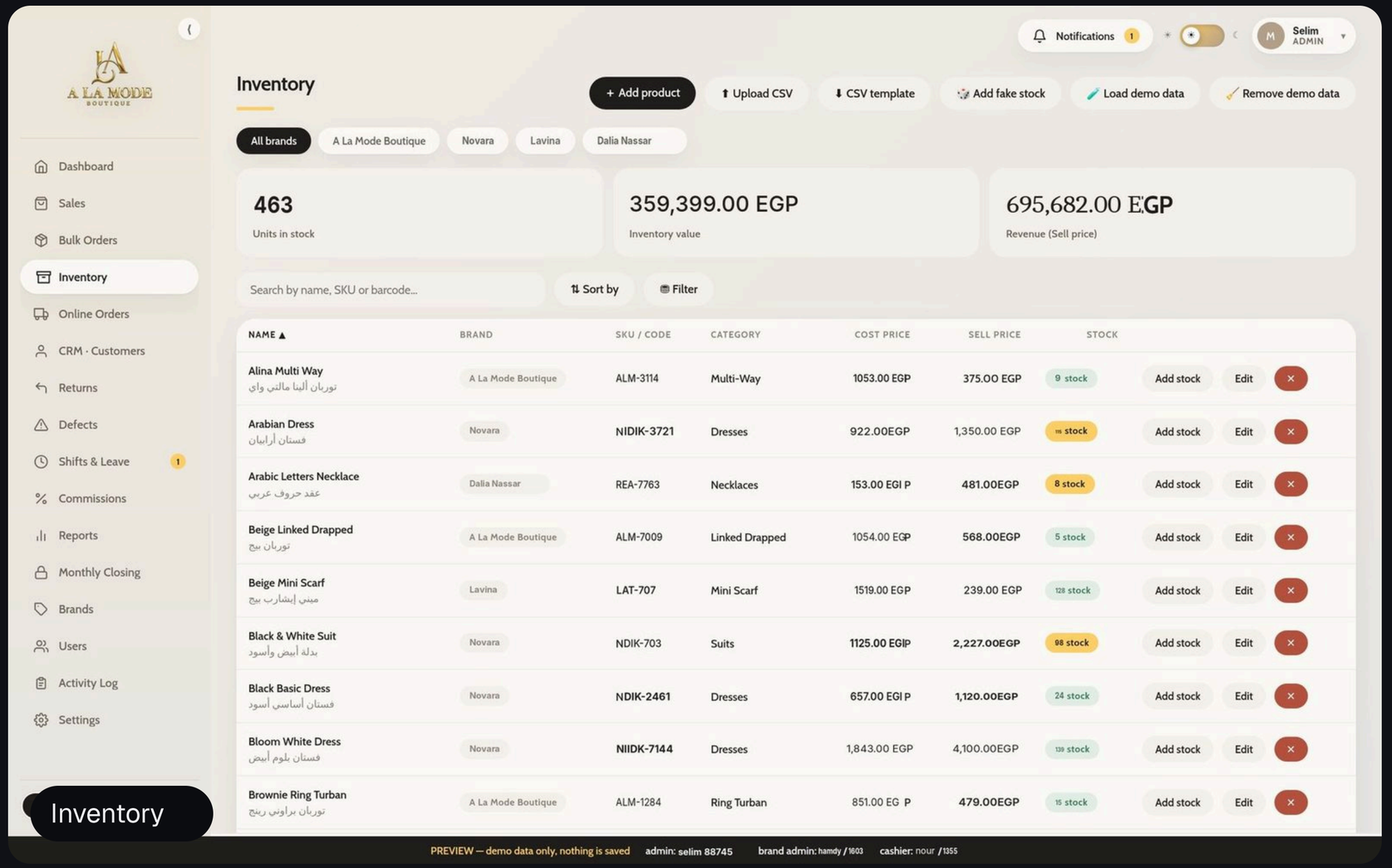
VAT invoices

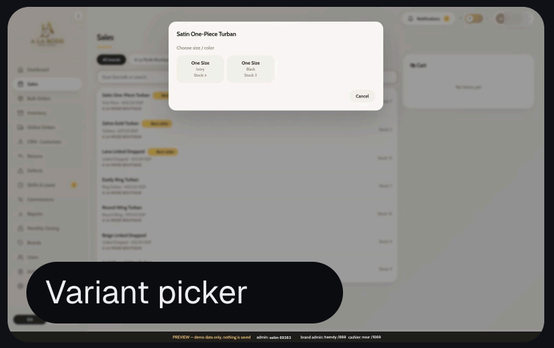
Shopify sync

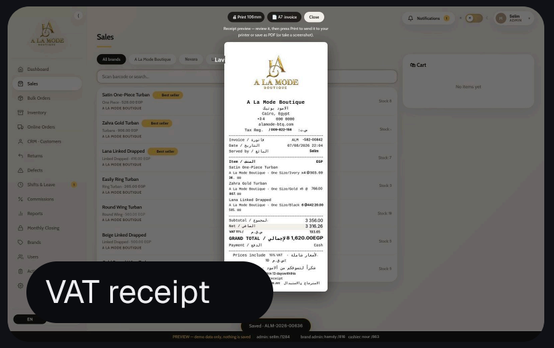


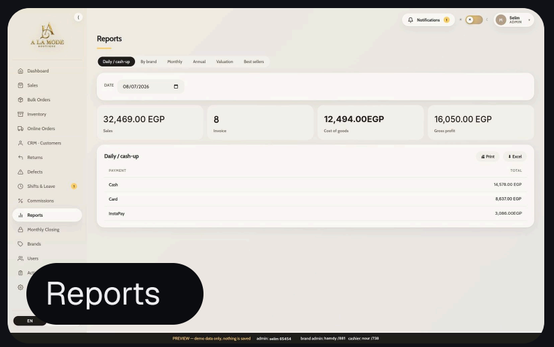
10 · KEY SCREENS

A LA MODE POS









WORKING TOGETHER

HOW A PROJECT RUNS

01

Discovery & scope

Goals, budget and success criteria in a written scope.

02

One direction

One recommended route, with the reasons behind it.

03

Weekly sprints

A live preview link from week one, reviewed together.

04

Handover & aftercare

Launch, training, documentation and real support.

say hello

LET'S GET TO WORK

EMAIL	Mohamed_mosaad247@hotmail.com
WHATSAPP	+20 100 217 0370
INSTAGRAM	@mm.design.studio_47
STUDIO	Point Avenue Mall, District 5, Ain Sokhna Road
REPLIES	Within two working days

Taking projects for Q4 2026

MM DESIGN STUDIO

INTEGRATED COMMERCE & TECHNOLOGY SOLUTIONS