



MOHAMED ELRAFIH

REGISTERED PSYCHOLOGIST

Registered Psychologist and Tech Entrepreneur with nearly a decade of clinical experience. Founder of Heartline, bridging the gap between evidence-based psychology and scalable technology. Expert in Culturally Appropriate Practices, Educational Psychology, and CBT modalities. Proven track record in supervising multidisciplinary teams, managing digital product development cycles, and stakeholder engagement.

EDUCATION

PhD in Educational Psychology **Walden University** | In Progress
Master of Arts in Counselling Psychology **Yorkville University** | Feb 2019
Bachelor of Arts in Political Science **University of Calgary** | Jun 2007

EXPERIENCE

Heartline

2025 - PRESENT

Founder & CEO

Platform Vision & Development: Conceptualized and spearheaded the development of the Heartline platform, translating complex psychological principles into a user-friendly, scalable mobile application.

Executive Leadership: Direct and manage remote and in-house development teams, UI/UX designers, and business analysts, ensuring the product vision aligns with clinical standards and user needs.

Product Launch: Oversaw the successful end-to-end deployment and publishing of the mobile application to both the Apple App Store and Google Play Store.

Strategic Growth: Lead business analysis and stakeholder management to drive strategic partnerships, funding opportunities, and platform adoption.

Be Happy Counselling Services

2019 - PRESENT

Qasqas and Associates Psychological Services

Psychologist

Clinical Practice: Provide comprehensive psychological assessments and interventions for individuals and families, utilizing Cognitive Behavioural Therapy (CBT) and solution-focused modalities.

Supervision & Leadership: Supervise a multidisciplinary team including clinical counsellors, social workers, and paraprofessionals to ensure high standards of care.

Case Management: Coordinate, implement, and supervise all treatment plans for a caseload of 40+ patients weekly, with a specialized focus on multicultural and diverse populations.

Research & Advocacy: Established outreach programs to build strong working relationships with marginalized communities and conducted research evaluating the impact of COVID-19 on essential workers.

CONTACT

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CLINICAL SKILLS

- Psychological Assessments
- Cognitive Behavioural Therapy (CBT)
- Couples & Family Counselling
- Culturally Appropriate Practices
- Motivational Interviewing

TECHNICAL & LEADERSHIP SKILLS

- Product Lifecycle Management (PLM)
- Agile Team Leadership
- UI/UX Strategy and Supervision
- Stakeholder Management
- Business Analysis