



# 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

#### CONTACT

- Phone | +1 403 390 6302
- Email | mohamed@heartline.app
- Website | [www.heartline.app](http://www.heartline.app)
- Location | Calgary, Alberta, Canada

#### 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

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.