



Be. Db. in.

Hello!
Bonjour
Hola

A multidisciplinary designer is passionate about designing intuitive experiences that augment human abilities and help businesses succeed by bridging the gap between user needs and product solutions.

[Click here to check my portfolio!](#)



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Product Designer

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Dubai - UAE

Summary






Passionate about designing intuitive experiences that augment human abilities and help businesses succeed by bridging the gap between user needs and product solutions, with more than 15 years of experience in digital design.





Areas of expertise

UI & UX
Interaction Design
Digital Design
Content Strategy
User Research
iOS HiG

Mobile APP Design
Web Design
Concept Design
Animation Design
Html, CSS, Bootstrap
Material Design

Technical Proficiencies

 Adobe XD
 Sketch
 Adobe Photoshop
 Adobe Illustrator
 Adobe InDesign

 Figma
 Invision
 Visual Studio Code
 Adobe After Effects
 Google Web Designer



Professional Experience

2020 – Present

SAMSUNG

Asst. Manager - Digital Customer Experience

Leading squad team to enhance the digital customer experience across MENA S.com channel, main objectives include:

- Enhance user journey within Samsung e-commerce channels by monitoring and measuring user analytics and providing solutions to close funnels for a seamless user experience.
- Collaborate with the user research team to drive enhanced solutions that fit diverse segments.
- Plan and set trackers for eStore enhancements.
- Lead annual regional workshop to introduce MENA subsidiaries to the processes, value recognition, and UX valuable practices.
- Orchestrates HQ enhancements execution with multi-function divisions.
- Manage onsite retargeting tool to drive personalized messages for target segments to increase sales CVR.
- Ensure brand consistency across the very diverse MENA region.

2019 – 2020

GET Group, Dubai

Product Designer

Led a team responsible for designing products that balance user experience and ensure achieving business strategy by employing an empathetic iterative process to identify user problems and conduct layout adjustments based on user behavior insights.

Responsibilities included:

- Managed multi-function squad team on several projects within UAE and Egypt.
- Collaborate with system analysts to facilitate main features.
- Measure and analyze user insights.
- Conduct qualitative and quantitative user research to optimize user flow and iteration in the active sprint environment.
- Workshop facilitation, card sorting, UX Strategy, personas, A-B testing, concept presentation.



Professional Experience

2017 - 2019

BPG Possible, Dubai

Digital Art Director

Collaborated with copywriters, strategists, and visual designers to develop innovative and persuasive concepts to guide the technical execution from the briefing phase passing through research, rapid prototyping, and implementation to the delivery stage, privileged to design for global brands, including GUCCI MENA, Emirates NBD mobile app, MG, DXH, and Mashreq bank.

Responsibilities included:

- UX design including Competitive analysis - User research - Personas - Information architecture - Design prototypes - Optimizing user experiences - Optimizing Website performance.
- Create concept designs for digital channels to elicit specific actions that achieve business goals and position the brand in the right direction.
- High fidelity user interface.
- Guide visual designers through the creative brief to the final output.

2016 - 2017

Medcare Hospitals, Dubai

Creative Designer

I was responsible for launching various successful products, including the new MC website with a proven high level of UX, by using the latest AI solutions for the first time in the health care industry represented in the new chatbot that analyzes patients' symptoms inputs and recommends the right specialty for patient conditions.

Role achievements:

- Created the new brand identity with detailed brand guidelines that support brand strategy.
- Worked closely with the marketing team on digital campaigns from brainstorming, conceptualizing, and developing online and offline content.
- Maintained brand image standards and guidelines across all digital and offline channels
- Creation, planning, and execution of innovative social media campaigns.
- Created the base skeleton of the new mobile app.



Professional Experience

2016

Technowireless, Egypt

Consultant Digital Art Director

Technowireless is one of the giant agencies in Egypt which offers comprehensive digital solutions, from viral Facebook campaigns to extensive web development.

I was responsible for launching successful digital projects alongside managing a multifunctional team of designers, writers, photographers, and developers to create innovative and usable solutions that satisfy the clients' needs.

I got the privilege to work on projects for many high-end brands such as Egypt Air, Emaar, Soma Bay, and Orange Telecom.

2014 - 2016

PCC Advertising, Qatar

Digital Art Director

I managed to help the team to promote digital solutions sales by expanding digital service to the Qatar market and spearheaded many special projects for major brands such as Qatar Social Work, Lulu Super Markets, the Egyptian Ministry of Petroleum, and Qatar Civil Aviation Authority.

Responsibilities included:

- Designed and presented UI design to internal teams and key stakeholders.
- Supported the creative team in developing innovative strategies and concepts.
- Managed the cycle of the execution and delivery of digital components.

2013 - 2014

Cube Adv, Egypt

Senior Graphic & Web Designer

I was responsible for creating web designs and the supervision of the implementation phase for various projects from the initial planning to the final production. I also helped to develop ideas from pencil to pixels and created solutions for a wide array of management and designing problems. I was responsible for guiding a team of junior developers and providing hands-on expertise for various brand management strategies.



Professional Experience

2011 - 2013

Online Horizons, Egypt

Senior Web Designer

I was responsible for the initial client consultation and ideation stage through design implementation, site optimization and the final test up to the live demo. I utilized business technologies such as WordPress and Joomla to prepare client solutions.

I was relied upon to:

- Embrace collaboration with cross-functional teams.
- Refine the digital creative production process.

2008 - 2011

Realgate, Egypt

Graphic & Web Designer

A young and fresh design studio that produces marketing material for a wide range of clients such as Little Buddha and Calypso. Duties included designing ads for periodicals and newspapers. I was responsible for creating and designing all marketing and promotional materials for the company and clients.

2005 - 2007

Sparkegy, Egypt

Web Designer

I was responsible for creating web designs and the supervision of the implementation phase for various projects from the initial planning to the final production. I managed all aspects of design and production for projects.



Academic Education

- 2006 – 2011 **Mass communication and media arts, BA**
October 6 University
- 2019 **Linkedin**
UX Foundations: Content Strategy
Persuasive UX: Influencing Behavior Patterns
- 2019 **Interaction Design Foundation**
UX Design
Mobile User Experience (UX) Design
User Research
- 2016 **Russian Culture Centre**
3d Studio Max

More than 15 years of experience in both advertising and web design

I was privileged to work with many global and local brands across Egypt, KSA, Qatar, and UAE.

