

Mohamad Kohail

UX/UI Designer

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SUMMARY

UI/UX designer with a background in development. My focus is on delivering a human-centric, data-driven solution that not only addresses business needs and drives growth but also aligns with the needs of the end-users.

EXPERIENCE

UX/UI Designer — Dafa

September 2022 - Present

- Designed and created UI interfaces and UX wireframes for product platforms, ensuring accuracy and alignment with brand standards.
- Conducted rapid prototyping of new ideas and iterative design to evaluate functionality with stakeholders quickly.
- Translated requirements into style guides, design systems, design patterns and visually appealing user interfaces.
- Recommended and implemented enhancements to the existing design and overall design system.
- Identified and troubleshoot UX problems, such as responsiveness.
- Collaborated effectively with the product, engineering, and management teams to present design concepts to product management, customer success, development, and external clients.

User Experience Consultant

June 2021 - September 2022

- planned and conducted moderated and unmoderated usability studies.
- Synthesized observations from usability studies and came up with insights.
- Modified low-fidelity designs based on research insights.
- Applied each step of the UX design process (empathize, define, ideate, prototype, test) to create a responsive website.
- Planned information architecture and sitemaps for mobile designs.

Projects

Leger Club – Hospitality and tourism industry

Designed an ecosystem portal for hotels and travel and tourism agencies that provides a centralized platform for requesting and providing services, with a revenue generation mechanism that ensures project sustainability.

SKILLS

UX Methods

User Research

Persona

Affinity Diagram

User Flow

Sitemap

Low and High Fidelity Design

Wireframing

Prototyping

Usability Testing

Tools

Figma

Adobe XD

Invision

Slack

Jira

Programming

HTML

CSS

Kotlin

LANGUAGES

Arabic

English

DPA - Fintech

Designed a payment platform that allows for dynamic end-to-end payment flows and integrates with multiple payment gateways to provide a unified payment experience across various projects.

Meshwarak - Transportation Network Industry

Designed a multi-service ride-hailing app that allows users to access and compare numerous ride-hailing services such as Uber, Lyft, Grab, and other local providers all in one place.

Warsha24 - Automotive services industry

Optimized the user interface and experience of a car service app that provides users access to workshops, as well as the option to reserve or get service wherever they are.

Meats Exchange - Fintech

Redesigned the user interface and experience of the platform that provides users with real-time updates on meat prices. It allows users to track the latest meat prices, compare prices across different markets, and make informed decisions about their purchases.

CERTIFICATIONS

Google UX Design Specialization - Google

Enterprise Design Thinking Practitioner - IBM

Design Thinking - HP

Responsive Web Design in Adobe XD - Google

High-Fidelity Designs and Prototypes in Figma - Google

EDUCATION

New Cairo Academy - Bachelor of computer science

September 2016 - July 2020