

Ahmed M.Serag

Product Designer

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[Portfolio](#)

EXPERIENCE

Cloud Secrets, Maadi, Cairo — *Product Designer*

August 2021 – PRESENT

Conducted workload assessments and devised new operational processes that led to a **40% increase in productivity**.

Responsible For :

- UX Researching and UI validation
- Build Design System
- Hiring and managing new UI UX Team

Achievements :

- Increasing its business to 23 % , by working on more than five projects like its website , Qarat ERP System , cloud secrets ERP Commarial system, Etc...
- Design interactive elements and transitions to enhance the user experience.
- Approach design challenges with a problem-solving mindset, considering both user needs and business goals.

VISION.Studio, Remotely — *Product Designer*

Sep 2020 – Mar 2021

Responsible For Updating Ux Stadut modules

Achievements :

- Conduct user research to understand the needs, behaviors, and preferences of the target audience.
- Analyze and interpret research findings to inform design decisions.
- Ensure that the visual design aligns with the overall brand and is aesthetically pleasing.

Freelance, — *AS UI - UX Designer*

Mar 2019 – PRESENT

What have I done ?

- Loca mobile application
- Cement Egypt website
- Vision co. website
- WMS (Warehouse management system)
- Gieco co. website

SKILLS

Enterprise Design Thinking

User experience Design
Research

User Interface Design System

User Interview

Build Design System

Designing Lo-fi (wireframes,
mockups, workflow ,
sitemap)

Prototype (figma) Advance
Level

Information Architecture (IA)

Useability Testing

UX writing

Software

- Figma
- fiJam
- Adobe XD
- Mero
- Lightroom
- Illustrator

LANGUAGES

Arabic (Native),
English class (B2)

EDUCATION

Bachelor in Archeology ,
Cairo University— **B+**

August 2018 – July 2021

PROJECTS

- 1- [Loca](#) — E- Commerce *Mobile Application (freelance)*
- 2- [Vision](#) — *Website (freelance)*
- 3- [Cement Egypt](#) — *Website (freelance)*
- 4- The Concept — *Mobile Application => [Google play](#) . [App store](#)*
- 5- [Cloud Secret](#) — *Website*
- 6- [prime sale](#) *Mobile Application (freelance)*
- 7- [Qawaem](#) ERP— *System*
- 8- [Qarat](#) ERP— *System.*
- 9- [Qarat](#) Landing page — *Website*
- 10- [Outdoor WMS](#) — *System (freelance)*
- 11- [Qarat](#) — *E-Commerce Mobile Application*
- 12- [Qarat](#) — *E-Commerce Website - Under Development*
- 13 - [Cloud Secrets TMS](#) — *System*
- 14- [Kadr HRM](#) — *System*
- 15 - [the Concept](#) — *Website*
- 16 - [Gieco](#) — *Website (freelance)*
- 17 - [prime sale](#) - *Mobile Application - Under Development*
- 18- [Value Sleution](#) — *Website*