ahmed sameh.

contact

http://ahmedsameh.me

ahmedsamehcmu@gmail.com

+39 3472991277

education

Carnegie Mellon University
B.Sc. in Information Systems, 2018 GPA 3.67
User-centered Design track. Focused on design for user experience and project management.

work experience

Gucci
User Experience Designer November 2020 - Present
my focus was to communicate the brand's mythos and deep creativity through functional and delightful digital activations

- designed and proposed digital customer journeys, campaign activations, and reusable digital transformation tools
- worked within agile development teams to achieve digital product goals backed by research and testing
- delivered multiple large scale projects through careful coordination with various stakeholders (Merchandising, Product, Art, Copywriting, Vendors...)

Rimads Qatar
Designer & Front-end Developer August 2018 - October 2019

designed, developed, and conducted usability testing on Stork; a new health platform that rethinks how users get their medicine & health products.

Vodafone Qatar
UX Intern Summer 2017

personal projects

jaime.
designed and presented a contemporary clothing line during a fashion design course at VCUarts

Film
personally interested in visual storytelling. ran a film club, and took a production assistant gig!

Pitching Ideas
conceptualized and prototyped multiple tech start-up proposals

skills

Design	rapid prototyping, UX/UI design, identity design, design systems
Development	iOS development, HTML + CSS + JS, working in Agile and background in collaborating within development enivormnets