Ahmed Saber

**SENIOR UI/UX DESIGNER**

Egypt, Cairo - 11241

**Mobile:** (02) 0101 555 2992

**Email:** [ahmedsaber111@gmail.com](mailto:ahmedsaber111@gmail.com)

**Dear Sarmadians ☺**

Its **Ahmed Saber**, as you will see from my CV, Its 2013 and I am 28 years old with a 7 years of experience in designing and developing web based projects. I’m currently working as a Senior **UI/UX Designer** at **ECC Solutions**, worked with a leading web design and property software companies. I was involved in a number of projects designing, leading, planning and met the due date, some of which were concerned with user experience. User experience design is also an important aspect of projects success.

Yours sincerely,

**Ahmed Saber**

**PROFESSIONAL OBJECTIVE**

A challenging and fun role to help an organization solve complex business and user problems in creative ways by focusing on the end user to design products that work, are fun, easy to use, and profitable. Seek a balance of hands-on, management, and leadership responsibilities.

**QUALIFICATIONS SUMMARY**

* Mobile, Web, User Experience Design and Direction Over 7 years of user experience expertise in the technology industry helping both start-ups and large companies to strategize, define, and design web and mobile products and applications.
* Design, Product Management, Entrepreneur - Expertise in leading small to medium sized cross-functional teams in the product development and software development processes.
* Proven design leadership and team-building skills with solid people, personalities, process, and idea management experience.
* Create, build and execute on the product vision with an entrepreneur spirit in an agile start-up environment: team, product, marketing, financials, sales.
* Plan and drive product direction and roadmap. Inspire people to be excited about designs that meet both business and user goals.
* Designer, Problem Solver — Extensive hands-on experience designing digital products from concept to deployment that are data and usability driven and user-centric:
  + Information architecture, information design, interaction design, requirements gathering, wireframes, user surveys, personas, task analysis, user needs matrix, use case scenarios, process flows, branding, visual design, proof-of-concept prototypes, usability evaluations and testing, and UI development and documentation.
  + Industries: B to B and B to C, Technology and Communications, Media, Social Media, Healthcare, Financial Services, Pharmaceuticals, Publishing, Retail, Facilities Management, Architecture and Construction.

**TECHNICAL SKILLS**

MAC OS, Adobe Creative Suite (Photoshop, Illustrator, Flash), OmniGraffle, Balsamiq Mockups, Keynote, MS Project, Omni Plan, Microsoft Office Suite, Hand-coding HTML5, CSS3, DHTML, JavaScript, JQUERY, AJAX, OOP, MVC, CODEIGNITER, SEO, USABILITY, ACCESSBILITY

**EXPERIENCE**

* **Senior UI/UX Designer  
  ECC SOLUTIONS – march 2011 – present**
  + Built a team to own and lead user experience, interaction design, and usability across all web and mobile products. Advanced to be a key decision maker and Manager on product strategy and concepts within a short time to also lead product development that met company vision, product direction, and brand.
  + Serve as project team leader and focal point for all design deliverables and tasks: Site maps, wireframes, visual designs, quick prototyping, user scenarios, user task analysis, user goals, UI specifications, and usability testing.
  + Implemented a Project Management process and responsible for the management all major projects. Integrated a user-centered product development process and led cross-functional teams spanning Business, designers, and Creative to meet project goals and deadlines.
  + Oversee the design and user experience across all ECC projects. Responsible for and get to have fun with all the usual suspects: Product Strategy, User Experience, information architecture, UI definition, interaction design, usability, requirements and scope, project planning, lead workshops, build stakeholder consensus, and of course successfully launching apps.
* **Senior Web Designer/ PHP Web Developer  
  GRAT – October 2009 – march 2011**
* **ERP Implementer   
  ENCOM SOFT – September 2008 – August 2009**
* **Junior Web Designer/ PHP Web Developer   
  I.I.T.C – May 2008 – February 2009**
* **Junior PHP Web Developer  
  4SMART – March 2007 – May 2008**
* **Freelancer Graphic/ Web designer  
  AUC – February 2005 – September 2008**

**EDUCATION**

University of Ain Shams, Cairo,

Bachelors in Accounting

**PORTFOLIO SAMPLES and REFERENCES**

Available in attachment

**AVAILABILTY**

Available for hire from March 2013