

Esraa Afifi

Product Designer (UI/UX)

esraaafifi1996@gmail.com

[Behance Profile](#)

[LinkedIn Profile](#)

+20 1128293864

Live in UAE , Egypt

Languages

Arabic **Native**

English **Advanced**

Skills

Prototyping	UX Testing
Wireframing	Design System
User interviews	User Flow
User Research	Visual design

Tools

Figma	Miro
Adobe Xd	Jira
Sketch	
Webflow	
Zeplin	

Education

Computer science Bachelor degree @Ain shams University

Computer system department Ain shams University

Graduation project Grade : Excellent

Understanding

HTML5	ReactJS
CSS4	Bootstrap5
JS	APIs , Ajax, Webpack

Summary

Product Designer (UI/UX) with +4 years experience ,leading design strategies, defining product specifications ,conducting user research validated UX success through testing and working with responsive web & mobile designs , as well as a problem solver with strong analytical skills , proven technical, organizational, and communication skills .

Computer science graduate with development , testing and management skills .

Experience

Naqla / Product Designer (UI/UX)



Nov 2022 - Present

- Revamped B2C & B2B Customer Application .
- Created a design system, wireframes and workflow for customer app .
- Collaborated with system analysis and participated in the development cycle .
- Negotiated with stakeholders and developers to find the balance between user needs and business objectives .
- Worked on Customer app create order & payment modules .
- Worked closely with sales and CRM teams to gather and analysis users data .
- Led team of junior designers in creating backend portal for internal employees .

Tagaddod / Product Designer (UI/UX)



Jan 2021 - Nov 2022 (Part-time Remotely)

- Worked on GreenPan customer [webforms](#) and authentication designs which increased the number of visitors by 20% .
- Designed GreenPan warehouse webform and ticketing system .
- Improved [Tagaddod webforms](#) designs & chat module ,increased users interaction by 23% , 5k+ daily unique visitors and 1k+ downloads on play store .
- Collaborated with the backend team to design admin panel portal .
- Revamped Customer/Collector/ Apps and webforms .

AKWAD / UI/UX Designer



Jan 2019 - Nov 2022 (Full-time Remotely)

- Re-Designed job and candidate details modules on [Techimatter Project](#)
- Designed offline mode & Grades system features in [Learnovia App](#).
- Collaborated with developer team & managed a wide variety of cross-media projects involving branding , UI designs, user research and led design strategy of 2 products ([Tajmeel](#) & [Tagaddod](#)) .

PlateOne / Senior UI/UX Designer

Jan 2018 - Jan 2019 (Part time Remotely)

- Designed interactive [website](#) for governmental company based in Saudi Arabia .
- Worked with Figma & AdobeXD to create interactive modules ([sign up](#), [create profile](#), [add companies](#)) .
- Designed [Job seeker profile](#) and [add new advertisement](#) .

Professional Skills

- Designing technical impactful products across multiple platforms including iOS, Android and Web
- Experience with web and admin interfaces (Tagaddod Project)
- Creating wireframes & mockups & Prototypes & usability testing and A/B tests.
- Manage project delivery Project planning and analysis.
- Advanced knowledge of Design Systems
- Knowledge of interaction design, user-centered design processes, as well as knowledge of UX principles and techniques.
- Review and iterate on current designs and participate in the product development life cycle.
- User Research ,UX Research (quantitative and qualitative) and UX Testing
- Strong communication skills and a good team player