Esraa Afifi

Senior Product Designer (UI/UX)

✉ esraaafifi1996@gmail.com   📞 +20 1128293864   **Bē** https://esraaafifi.github.io/My-Portfolio/

in https://www.linkedin.com/in/esraa-afifi-28b222100/   📍 UAE, Egypt

Experience   +5 Years

Naqla   Senior UI/UX Designer   Nov 2022 - Present

- Revamped B2C & B2B Customer Application. and Applied UX principles and techniques.
- Created a design system, wireframes and workflow for customer app.
- Collaborated with system analysis and participated in the development cycle.
- Worked closely with stakeholders and PMs to design the whole UI/UX design and the prototyping of the customer app.
- Performed User Research ,UX Research (quantitative and qualitative) and UX Testing.
- Worked closely with sales teams to gather and analysis users data.
- Led the product and marketing teams to redesign Customer and Driver apps, improving retention and user experience by **40%**.

ELM Company   *Senior UI/UX Designer*   Oct 2023 - Present

- Communicate with business analyst to gather requirements.
- On-Board Development team to new sprints and follow up with them.
- Working on eCommerce projects and Governmental projects.
- Mentoring and guiding design team members.

Tagaddod   Senior UI/UX Designer   Jan 2021 - Nov 2022

- 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

- 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   UI/UX Designer   Jan 2018 - Jan 2019

- 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 .
- Developed Auth modules using html/css/Js/Bootstrap .

Skills

PROFESSIONAL SKILLS :

- Product Design across Apps iOS/Android, with proven experience in customer acquisition through design strategies.
- Hands-on experience creating wireframes, user research, prototypes and user testing.
- Streamlined project planning processes by implementing agile methodologies resulting in a **20%** increase in team efficiency.
- Advanced knowledge of Design Systems, auto layout ,Web Content Accessibility Guidelines (A11y), color theory and responsive designs.
- Working closely with product engineers to suggest improvements for products and processes.
- Continuously improving on designs based on user feedback and evolving requirements.
- Knowledge of interaction design, user-centered design processes, as well as knowledge of UX principles and techniques .
- Experience working in an iterative and agile development environment & Design sprints.
- Enhance overall usability of App focussing on the checkout experience.
- Providing strategic input on future opportunities, requirements, and feature launches.

DESIGN SKILLS :

- Prototyping , Wireframing ,User interviews ,User Research ,UX Testing ,Design System, User Flow, Visual design , Rapid Prototyping, Writing User Stories , Usability A/B Testing.

TOOLS

- Figma , Adobe Xd , Sketch ,Webflow , Zeplin , Miro , Jira , Postman , Notion.

KNOWLEDGE

- HTML5 , CSS4 , JS ,ReactJS , Bootstrap5 , APIs , Ajax , Webpack .

Education

Ain shams University   Cairo

Computer Science Bachelor's Degree at Ain Shams University **(Bsc Degree)**   2014 - 2019

Language

Arabic : Native

English : Advanced