

MOSTAFA ABDALLAH
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[My Portfolio](#) | [Linkedin](#) | [Behance](#) | [Github](#)
Permanent Residency Visa

QUALIFICATIONS PROFILE

Talented and innovative UX/UI Consultant, Intensive Experience in applying UX design best practices, and a deep understanding of mobile-first and responsive design specifications in designing complex solutions for complete digital environments. With broad professional experience in leveraging HTML, CSS and JavaScript to build responsive web applications, and interactive features that drive business growth and improve overall User Experience.

Hands-on Experience working with SharePoint branding & latest releases of ReactJS – SASS and LESS CSS pre-processors - Bootstrap/Materialize CSS frameworks to build modern web applications with extensive experience in building reusable components.

Good expertise in working with agile software lifecycle methodologies. Also using GitHub and Tortoise SVN for source code management and for version control.

Highly collaborative, people oriented and supportive team player.

AREAS OF EXPERTISE

- Wireframes & Prototyping.
- HTML / CSS / JavaScript.
- React / Liquid / SASS / LESS
- Visual Design (Adobe Photoshop / Illustrator).
- SharePoint / PowerApps Branding.
- Performance / SEO / Accessibility.
- Agile

PROFESSIONAL EXPERIENCE

Senior UX Designer

Aug 2020 to present

[ACECQA](#)

- [NQ AIS](#)

I was responsible for revamping the current National Quality Agenda application which based on on-prim SharePoint 2013

Applying whole new UX to solves users issue related to the navigation and user flows, Design and implement modern nice looking interface and enable device responsiveness to the application to

allow more users to use the application easily from different devices in addition to enable user personalization and preferences to the application look and feel.

Enable SharePoint Out the box features like document management and search to enrich the portal functionality

Build SharePoint modern web parts [reusable component] using ReactJS that show item listing and toggle between grid and card UI

Lately as we moving to Microsoft cloud and utilising power platform I've done POCs of how to fully customize Power Apps Portal using liquid, HTML5, JavaScript and CSS, build nice looking and interactive reports using Power BI and integrate it with the portal

UX / UI Consultant

Aug 2009 to 2019

ITWORX

- **Syngenta**

Facilitating Syngenta vision by designing and developing set of applications that provide dashboards and reports to the End-Users in the business of agriculture.

Enhancing and unifying existing applications User Experience to reflect Syngenta identity and branding guideline.

Tools & Techniques: Adobe Photoshop, JavaScript(React, Angular 2.0+, HTML5, Ccss3, SASS, VS Code, and JIRA).

- **Cole Engineering Intranet portal:** Utilizing SharePoint online(Office365) collaboration, publishing features and search service capabilities to deliver very productive tool with engaging user experience and attractive look and feel.

Owned translating the approved design into intranet responsive web application over SharePoint, cross browsers support and performance optimization.

Tools & Techniques: Adobe Photoshop, SharePoint Designer, HTML5, CSS3, SASS and visual studio online.

- **WOQOD Public portal:** <http://www.woqod.com>

Delivering Visual designs for the web site different sections, considering mobile/tablet views.

Participating in Front-End development on SharePoint 2013.

Tools & Techniques: Adobe Photoshop, SharePoint Designer, HTML5, CSS3 and JavaScript.

- **The Pearl Qatar:** <https://www.thepearlqatar.com/>

Delivering interactive HTML Prototype for "The Pearl" public site, and participating in Front-End development on SharePoint 2013.

Tools & Techniques: Adobe Photoshop SharePoint Designer, HTML5, CSS3 and JavaScript.

- **xPortal:** Leading UI team to develop SharePoint 2013 reusable Portal that can be used as a starter project for responsive web sites to help reduce the development effort and ensure delivering high-quality sites.

xPortal came fully loaded with most commonly used modules, all using codeless web part, utilizing SharePoint new features and pure HTML5, CSS3 and JavaScript.

Tools & Techniques: SharePoint Designer, HTML5, CSS3 and JavaScript, VS Code, PowerShell and Adobe Photoshop/Illustrator.

- **Commercial Bank of Qatar:** <http://www.cbq.qa/>

Leading a revamp of CBQ existing website, enhancing information architecture and site navigation to help marketing team to reach out more customers. Applying the new design over SharePoint 2010 and training the site editors on how to use the publishing and content management features of SharePoint.

Tools & Techniques: SharePoint Designer, HTML5, CSS3 and Adobe Photoshop.

- **Reliance Customer Management System (CMS):** CMS is a strategic solution that provides a simplified user interface for Reliance CSRs (Customer Service Representative), enabling Reliance to handle its customer requests online

My role was to provide Identification of design problems and design elegant solution that help the call center team members to handle online requests easily and efficiently by reducing the time to receive and process the request through clear actions and easy to use application built over Microsoft CRM.

Tools & Techniques: Adobe Photoshop and MS CRM, HTML, CSS and JavaScript.

UX / UI Team Leader

Jan 2009 - Jan 2011

ITWORX

Key Achievements:

- **ITWorx CLG V 2.0 (Connected Learning Gateway)** is an engaging and multilingual social learning platform intuitive for teachers, attractive for students, inviting for parents, decision-enabler for principals and easy-to-handle for administrators. CLG is flexible, customizable and accessible for all in classrooms, at homes, and on hand-held devices.

CLG Video URL: <https://www.youtube.com/watch?v=oDm53H6876g>.

I worked collaboratively with the product owner and development team to ensure that they have the required vision, direction and UI artefacts to complete sprint priorities. Owned UX Vision and strategy, created visual screens and interactive prototypes of the platform.

Tools & Techniques: Adobe Photoshop , HTML, CSS and JavaScript.

Senior Web Designer

Jan 2007 to Jan 2009

ITWORX

My role was to create intuitive user experiences, successfully translating concepts into user flows, wireframes, interactive prototypes and Visual screens through deep understanding of User Centred Design and user research best practices; discovery techniques and the ability to turn

complex information and interactions into simple, well-considered solutions and the following are some key projects:

- Vodafone Egypt Portal Revamp and 3G launching Campaign (Adobe site of the day)
- United Technologies Corp. (UTC) Pratt & Whitney Vignette Website
- United Arab Emirates Ministry of Education (MOE) Portal
- UTC Hamilton Sundstrand Website

Web Designer

April 2005 to Jan 2007

ITWORX

- Egypt Post public portal
- Ministry of foreign affairs (Egypt)
- Ministry of Investment (Egypt)
- Egyptian Organization for Standardization and Quality Control (EOS)

EDUCATION/TRAINING/CERTIFICATES

- Modern React With Redux
- Design for the Big: User-Centric Innovation and Strategy (HFI - Human Factors International)
- Leadership & Coaching (BeConsult Group)
- CIW Associate certification (CIW foundation exam 1D0-410)
- CIW Site designer (Exam 1D0-420)
- CIW Application Developer (Exam 1D0-430)
- Bachelor of Commerce (Ein Shams University, Cairo, Egypt)

TECHNICAL PROFICIENCIES

Software / Skills:

- HTML 5, CSS (SASS /LESS) and JavaScript (JQuery, React and Angular)
- Adobe Photoshop, Illustrator, and Animate.
- Content management systems (SharePoint, WordPress)
- Development Tools (SharePoint Designer, Sublime and Visual Studio and VS code).
- Wire-framing / Prototyping tools (Axure and Adobe XD)

Languages:

- English – Proficient
- Arabic - Fluent