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.

Highly collaborative, people oriented and supportive team player.

AREAS OF EXPERTISE

- Wireframes & Prototyping (Adobe XD / Figma).
- Visual Design (Adobe Photoshop / Illustrator).
- HTML 5 / CSS3 / JavaScript ES6 +.

- React / Liquid / SASS / LESS
- MS SharePoint / MS Power Platform Branding.
- Performance / SEO / Accessibility.

PROFESSIONAL EXPERIENCE

Senior UX / UI Designer - ACECQA   Dec 2019 to Dec 2021

Key Project

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

  Applying a new UX design that solves users issue related to the navigation and user flows, Design and implement modern, nice looking interface and enable responsive design to the application to allow more users to use the application easily from different devices, Adding user preferences and personalization features to the application.
  Enable SharePoint Out the box features like document management and search to enrich the portal functionality.

  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

Senior UX / UI Consultant- ITWorx   Aug 2016 to Dec 2019

Job Responsibilities

- Meet with clients to discuss projects requirements from the UX perspective.
- Communicate to the teams the approved wireframes, graphical screen or prototype and follow up the implementation to make sure what is approved is what is implemented.
- Supervise the following activities
- HTML prototype and implementing final HTML layouts
- Translating customer requirements into functional and visual schematics
- Translating customer requirements into a well enhanced and usable output
- Producing graphic sketches, creative concepts, designs, usability, and copy layouts for online content Site navigation, functionality, and user interaction

Key Projects

- **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, Css3, 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.

  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.

UX / UI Consultant - ITWorx   Jul 2011 to Aug 2016

Key Projects

- **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.

- <u>xPortal</u>**:** 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.

- <u>Reliance</u> **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 - ITWorx   Jan 2009 - Jan 2012

Job Responsibilities

- Participate in development of requirements and design. Meet with clients to discuss projects.
- Confer with staff to discuss client requirements and coordinate creative activities.
- Supervise and review graphic designers and senior graphic designer's tasks.
- Plan details, such as style and type of font, photographs, graphics, and arrangement.
- Maintains and provides ongoing design of windows UI, web-based applications, web pages, and entire websites
- Builds HTML prototype and implements final HTML layouts
- Translates customer requirements into functional and visual schematics
- Produces graphic sketches, creative concepts, designs, and copy layouts for Designs product logos, brochures, multimedia presentations, and related media
- Defines site navigation, functionality, and user interaction

key Projects
- 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 - ITWorx   Jan 2007 to Jan 2009

Job Responsibilities

- Visualize customer requirements into functional schematics
- Build and implements HTML prototypes
- Combine design specifics and art integration into designed sites
- Test designed sites for usability issues at HTML prototype phase and at launch time
- Meet with customer to discuss general design of system
- Supervise and reviews graphic designers' work
- Produce graphic sketches, creative concepts, designs, and copy layouts for online content
- Design product logos, brochures, multimedia presentations, and related media

key Projects

- Vodafone Egypt Portal Revamp and 3G launching Champaign (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 - ITWorx   April 2005 to Jan 2007

key projects

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

EDUCATION/TRAINING/CERTIFICATES

- 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)
- Modern React With Redux with Udemy
- Bachelor of Commerce (Ein Shams University, Cairo, Egypt)

TECHNICAL PROFICIENCIES

Software / Skills:	- HTML 5, CSS (SASS /LESS) / JavaScript (JQuery, Vanilla JavaScript ES6, ReactJs) - Adobe Photoshop, Illustrator, and XD. - Content management systems (SharePoint, WordPress) - Development Tools (SharePoint Designer, Sublime and Visual Studio and VS code). - Wire-framing / Prototyping tools (Axure, Adobe XD and Figma)
Languages:	- English – Proficient - Arabic - Fluent