**Mostafa Abdallah**

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[My Portfolio](http://www.desha.tk/) | [Linkedin](https://www.linkedin.com/in/mostafaabdelkareem/) | [Behance](https://www.behance.net/desha-portfolio) | [Github](https://github.com/MostafaAbdElkareem)

Permanent Residency Visa

Qualifications Profile

Talented and innovative UX/UI Consultant, Intensive Experience in using UX design best practices in designing complex solutions for complete digital environments, With deep understanding of mobile-first and responsive design specifications. 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 the SharePoint branding & latest releases of React and Angular – 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. 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

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| --- | --- |
| * Wireframes & Prototyping. * HTML / CSS / JavaScript. * React / Angular / SASS / LESS * Visual Design (Adobe Photoshop / Illustrator). | * SharePoint Branding. * Team Leading & Collaboration. * Performance / SEO / Accessibility. * Agile |

Professional Experience

**UX / UI Consultant** Aug 2009 to Present

[ITWorx](http://www.itworx.com)

*Key Achievements:*

* [**Syngenta**](http://www.syngenta.com/)

My role was to facilitate the Syngenta vision by Designing / Prototyping and Front-End developing set of applications that provide Dashboards / Reports to the End-Users in the business of agriculture.

As well as Enhancing and unifying existing applications User Experience to reflect Syngenta Identity and Branding guideline.

**Tools & Techniques**: Adobe Photoshop, JavaScript( Angular 2.0 & 4.0, Aurelia , HTML5, Css3, SASS, VS Code, and JIRA).

* [Cole Engineering](http://www.coleengineering.ca/) **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.

My Role was to translate 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>

My Role was to deliver Visual designs for the web site different sections, considering mobile / tablet views, Participate in Front-End development on SharePoint 2013.

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

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

My role was todeliver interactive HTML Prototype for the Pearl Public site, Participate in Front-End development on SharePoint 2013.

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

* **xPortal**: My Role was to work/lead UI team to develop SharePoint 2013 reusable Portal that can be used as a starter project for responsive web sites to help reducing 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/>

My role was to Revamp 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 train the site editors how to use the publishing and content management features of the SharePoint.

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

* [**Reliance**](https://reliancehomecomfort.com) **Customer Management System** (CMS): CMS is a Strategic Solution that provides a simplified user interface for Reliance CSRs (Customer Service Representative), enable 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](http://www.itworx.com)

*Key Achievements:*

* [**ITWorx CLG**](http://itworx.education/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>.

My Role was to work collaboratively with Product owner and development team to ensure that they have the required vision, direction and UI artefacts to complete sprint priorities by owning UX Vision and Strategy, Creating Visual screens / interactive Prototypes of the platform.

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

**Senior Web Designer** Jan 2007 to Jan 2009  
[ITWorx](http://www.itworx.com)

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 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** April 2005 to Jan 2007

[ITWorx](http://www.itworx.com)

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

*~ Additional experience as Web Designer with Integration bureau from 2002. ~*

Education/Training/Certificates

* CIW Associate certification (CIW foundation exam 1D0-410)
* CIW Site designer (Exam 1D0-420)
* CIW Application Developer (Exam 1D0-430)
* Leadership & Coaching (BeConsult Group)
* Design for the Big: User-Centric Innovation and Strategy (HFI - Human Factors International)

**Ein Shams University, Cairo, Egypt**

Bachelor of Commerce

Technical Proficiencies

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| --- | --- |
| **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) |
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**Languages : English – Proficient**

**Arabic – Fluent**