**Mostafa Abdallah**

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Permanent Residency Visa

Qualifications Profile

Talented and innovative UX / UI Consultant with over 12 years’ Experience designing complex solutions for complete digital environments, extensive experience in using UX design best practices, and a deep understanding of mobile-first and responsive design specifications.

Hands-on Experience working with different business domains (Education, Telecom, Finance, and E-Gov) that gave me great opportunities to deliver many projects and products that are Productive, Engaging, and User-friendly.

Considerable UI and front-end knowledge of using HTML5, CSS and JavaScript that assured providing high standard web applications.

Highly collaborative, People Oriented and Supportive Team Player.

Areas of Expertise

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| * Wireframes & Prototyping. * User Research. * Visual Design (Adobe Photoshop / Illustrator). | * HTML / CSS / JavaScript. * SharePoint Branding. | * Team Leading & Collaboration. * Performance / SEO / Accessibility. |

Professional Experience

**Senior UX / UI Consultant** Aug 2016 to Present

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

*Key Achievements:*

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

My role was to facilitate the Syngenta vision by Research, Sketching, Prototyping and Design digital applications that provide Reports, Decision Making tools and Dashboards targeting different user types from Farmers, Scientists, Sales teams and Executives in the business of agriculture.

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

Participate in front-end development to ensure delivering best results that are matching perfectly the approved UX design.

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

* [Cole Engineering](http://www.coleengineering.ca/) **Intranet portal**: Utilizing SharePoint online 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 design and translate the approved design into working intranet portal, following SharePoint branding and responsive design best practices, Cross browsers support and Performance Optimization.

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

**UX / UI Consultant** Jul 2011 to Aug 2016

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

Key Achievements:

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

My Role was to deliver Wireframes and Visual screens for the User journeys through the web site different sections, considering mobile / tablet views.

Participate in Front-End development on SharePoint 2013.

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

* **The Pearl Qatar**:(<http://www.thepearlqatar.com>)

My role was thedelivery of Wireframes, Visual screens and interactive Prototype for the Pearl Public site.

Participate in Front-End development on SharePoint 2013.

**Tools & Techniques**: Axure, 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 public sites that helped to reduce the development effort and ensure delivering high-quality public sites.

it came fully loaded with most commonly used modules, all using codeless web part and utilizing SharePoint new features and pure HTML5, Css3 and JavaScript, it was also Responsive and Accessibility enabled. **Tools & Techniques**: SharePoint Designer, HTML5, CSS3 and JavaScript, VS Code, PowerShell, Axure and Adobe Photoshop/Illustrator.

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

I was responsible for Revamping 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 Prototypes and Visual screens of the platform for different users starting from students in different ages (6-12), Teachers, Parents (males/Females) into school principals

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

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

I was responsible for Creating intuitive user experiences, successfully translating concepts into user flows, wireframes, 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

**Graphics 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

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

**Ein Shams University, Cairo, Egypt**

Bachelor of Commerce

Technical Proficiencies

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| **Software/Programming:** | * Adobe Photoshop, Illustrator, and Animate. * HTML 5, CSS and JavaScript (Angular/ ReactJs) * Content management systems (SharePoint, WordPress and Site Core) * Agile and Waterfall Methodologies knowledge (JIRA and VS Online tools). * Development Tools (SharePoint Designer, Dreamweaver, Sublime and Visual Studio and VS code). * Wire-framing / Prototyping tools (Adobe XD, Axure and InVision). |
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