



# AMGAD AHMED

Specialising in improving design maturity, strategy, and design systems.

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## EXPERIENCE

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### Senior UX Designer

May 2024 – Present

#### Crowd Analyzer

- Develop innovative concepts for new products.
- A complete redesign for a wider customer base.
- Build design systems that align with emerging design trends.
- Market research and plan competitive analysis.

### UI UX Lead

Oct 2023 - Dec 2023

#### Penta-b

- Directed and assessed the design team's work to maintain high standards and optimize outcomes.

### UI UX Lead

May 2023 – Oct 2023

#### Homzmart

- Building design system & design team.
- Product & UX strategy planning.
- Market research and plan competitive analysis. Conducted user research.
- Significantly improved user experience and branding consistency.

### Design & Innovation Lead

Sep 2022 – May 2023

#### Talaat Moustafa Group (TMG)

- Product & UX strategy planning. Building design system & design team.
- Provided many product case studies.
- Lead the design of the applications suite.
- Conducted user research and usability testing.

### Senior UX Designer

Aug 2022 – Aug 2022

#### Nawy

- Market research and plan competitive analysis. Perform user A/B testing.

### Digital Product Designer

Jul 2017 - Aug 2022

#### G2K Group

- Lead the design of the applications suite.
- Created wireframes and motion prototypes for iteration. Conducted user research and usability testing.
- Shipped the redesign. Significantly improved user experience and branding consistency.

## SUMMARY

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A passionate, patient, and pragmatic design leader specialising in design systems, with 9 years of experience. Vast knowledge of improving design maturity, product design processes, and methodologies, including design sprint facilitation. Consulted on, created, and maintained first or early design systems.

## EDUCATION

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Bachelor of Architecture - BArch, Fine Arts.

2009 - 2016

## COURSES

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### [UX Management](#)

Interaction Design Foundation

### [UX Research & Design](#)

University of Michigan

### [Google UX Design](#)

Google

## SKILLS

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Management / Leadership / Design Systems / Research / Usability Testing / Visual Design / Strategic Planning / Team Building / Web Design / Mobile App Design / Workshop Facilitation / Branding / Packaging / Illustration