

AHMED EFFAT ABDELLATIEF ABDELHADY

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PROFILE

I am a proactive, commercially aware, details oriented and performance driven UX/UI Designer, for web, mobile and most other digital mediums. With hands-on experience in interaction (IxD), user interface (UI) and user experience (UX) designs for over 7 years. I have always been an innovative person, with an immense interest in new technologies and definitely enjoying collaborating with other people who take pride in what they do. In short, that's me.

EXPERIENCE OVERVIEW

▪ Key Responsibilities:

- Utilize User-Centered Design (UCD) principles and accessibility compliance.
- Translate the business requirements and user needs into a consistent and positive User Experience by conducting Research Interviews with Stakeholders and Target Audiences.
- Illustrate positive User Experience (UX) through delivering User Journeys, Personas, Sketches, Mockups, high and low fidelity Wireframes and Sitemaps.
- Validate outputs using: Card Sorting, User Researches, In-Person Usability Testings and other methods.
- Develop Information Architecture (IA) and basic taxonomies.
- Create detailed, annotated Interaction Design (IxD) schematics for internal team members and clients.
- Construct interactive, clear, usable, and pixel-perfect web-based prototypes using HTML(5), CSS(3) and JavaScript, with Search Engine Optimization(SEO) principles in mind.
- Perform heuristic evaluations of websites and mobile applications.
- Deliver Cross-Browser/Platform compatible websites and web-based applications.
- Accommodate Responsive design approaches across a wide range of devices.

▪ Technical Specialties:

- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Flash
- Balsamiq
- Axure
- HTML(5)
- CSS(3)
- JavaScript
- jQuery

▪ Additional Ingredients:

- Strong Liferay custom theming experience.

- Strong SharePoint custom design experience.
- Solid understanding of dealing with multiple types of Grid systems, including Tweeter Bootstrap and 960.
- Solid configuration skills with many public (APIs), such as Google maps, Google analytics, Youtube and Facebook social (APIs).
- Advanced knowledge of web/print typography including Cufon, @FontFace technologies.
- Excellent time management, problem solving, storytelling and communications skills.

TRAINING AND EDUCATION

- May 2013

Successfully joined a five days project-based Digital Marketing Planning training camp, featuring **SOSTAC marketing planning model guide**.

Sponsored by one of the world leading digital marketing academies [Digital Marketing Arts Institute]. And produced by Mr. PR Smith (the international trainer and bestselling author).

- November 2005 - October 2006

Successfully completed an accredited 1200 hours **Web and Applications Design and Development** extensive project-based diploma.

Sponsored by the Egyptian ministry of information and communication, Egyptian national communication institute and CIW.

- September 2000 - May 2005

Bachelor of Accountancy, Ain-Shams University. Cairo, Egypt.

PROFESSIONAL CERTIFICATES

- April 2013

- **MCSD: Programming in HTML5 with JavaScript and CSS3 specialist**
Microsoft Certification ID: 9988278
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- 2006

CIW Candidate ID: 285647

- **CIW Web Developer**
September
- **CIW v5 Ecommerce Designer**
August
- **CIW v5 Site Designer**
July
- **CIW Application Developer**
June

EMPLOYMENT HISTORY

Incorta Egypt, Fifth Settlement, New Cairo, Egypt

www.incorta.com

Incorta is an analytical warehouse solution that has been purpose-built from day one for public and

private cloud. Incorta is engineered to quickly and easily analyse massive volumes of data from multiple sources.

▪ May 2014 – To date

UI/UX Designer [Part time]

Main Responsibilities:

- Translating business requirements and user needs into consistent and positive User Experience.
- Delivering Experience Models, Personas and User Journeys, low and high fidelity Wireframes for iPad and Web versions.
- Conducting in-house research to test new solutions and concept developments. Including user requirements gathering and early stage concept and prototype testing, guerrilla research, and other approaches to ensuring the user needs are fully understood in the service design.
- Conducting in-house persona development and card sorting researches.

ITWorx, Free Zone Area, Cairo, Egypt

www.itworx.com

Founded in 1994, ITWorx is a global software professional services organization. Headquartered in Egypt, the company offers Portals, Business Intelligence, Enterprise Application Integration, and Application Development Outsourcing services to Global 2000 companies. ITWorx serves Governments, Financial Services firms, Educational institutions, Telecommunication operators, and Media companies in North America, Europe, and the Middle East.

▪ February 2013 – June 2014

Interaction Designer [Full time]

In a fully Agile software development environment, my main Responsibilities are:

- Translating business requirements and user needs into consistent and positive User Experience.
- Delivering Experience Models, Personas and User Journeys, Wireframes, and Site Maps.
- Validating outputs using Card Sorting, User Researches, In-Person Usability Testings and other methods.
- Building low and high fidelity Wireframes, Prototypes, User Interaction and Animation Models using HTML(5), CSS(3) and JavaScript/jQuery.
- Creating all Modules and Prototypes with all recent Search Engine Optimization and Cross Browser Compatibility principles in mind.

StarWallet Inc., Fifth Settlement, New Cairo, Egypt

www.starwallet.com

Founded in January 2013, as a start-up serving the middle-eastern market with intelligent solutions that create direct and sustainable relationships between businesses and their end consumers.

▪ April 2013 - March 2014

UX Researcher [Part time]

Main Responsibilities:

- Conducting in-house research to test new solutions and concept developments. Including user requirements gathering and early stage concept and prototype testing, guerrilla research, and other approaches to ensuring the user needs are fully understood in the service design.
- Working with products' owners to devise appropriate research strategies to generate

focused insights and to convert concepts into high quality stimulus material.

- Working closely with designers and developers to turn users' data into actionable product/service requirements that feed into prototype development and influence product direction.
- Conducting in-house persona development and card sorting researches.

Vodafone Egypt, Smart village, Giza, Egypt

www.vodafone.com.eg

Vodafone is, well it is just Vodafone.

▪ June 2011 - January 2013

Interaction Designer [Full time]

Main Responsibilities:

- Translating business requirements and user needs into consistent and positive User Experience.
- Delivering Experience Models, Personas and User Journeys, Wireframes and Site Maps.
- Validating outputs using Card Sorting, User Researches, In-Person Usability Testings and other methods.
- Building low and high fidelity Wireframes, Prototypes, User Interaction and Animation Models using HTML(5), CSS(3) and JavaScript/jQuery.
- CMS content editing.
- Creating all Modules and Prototypes with all recent Search Engine Optimization and Cross Browser Compatibility principles in mind.

Asset Technology Group (Subsidiary of Mansour and Maghraby Investment and Development Group), Nasr City, Cairo, Egypt

www.asset.com.eg

Founded in 1991, providing world-class enterprise document and content management products and services, includes best-of-breed content and document management, business process automation, records management, mobile applications, eBusiness solutions, enterprise web-portals as well as collaboration and compliance technologies.

▪ August 2009 - May 2011

Interaction Designer [Full time]

Main Responsibilities:

- Translating business requirements and user needs into consistent and positive User Experience.
- Building high fidelity Wireframes, Prototypes, User Interaction and Animation Models using HTML(5), CSS(3) and JavaScript/jQuery.
- Creating all Modules and Prototypes with all recent Search Engine Optimization and Cross Browser Compatibility principles in mind.

Elmotaheda Web (Subsidiary of Elmotaheda Investment Group), Nasr city, Cairo, Egypt

www.elmotaheda-web.com

Founded in 1997, as one of the leading companies in the field of Internet and web-based-portals industry in Egypt.

▪ January 2007 - July 2009

UI/UX Designer [Full time]

Main Responsibilities:

- Translating business requirements and user needs into a consistent and positive User Experience.
- Building high fidelity Wireframes, Prototypes, User Interaction and Animation Models using HTML, CSS, JavaScript/jQuery and ActionScript 2.0
- CMS content editing.
- Creating all Modules and Prototypes with all recent Search Engine Optimization and Cross Browser Compatibility principles in mind.

LANGUAGE SKILLS

- **Arabic:** Native
- **English:** Fluent

All References, Other work samples and URLs are available on Request

Last update: 01 October, 2014