

# AHMED EL-ZEIN

UI/UX DESIGNER



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Portfolio



Behance



LinkedIn

## SUMMARY

Experienced UI/UX Designer known for crafting visually captivating, user-friendly interfaces for web and mobile. Expert in team collaboration, communication, and project management. Avid follower of design trends consistently delivering cutting-edge and impactful designs. Passionate about creating compelling graphics, selecting effective color palettes, and leveraging typography. Embraces the *Mamba Mentality*, embodying dedication, unwavering focus, and a relentless pursuit of excellence in every project, ensuring exceptional results every time.

## EXPERIENCE

### Building Blocks Peer Mentoring

UI/UX Designer | July 2022 - Present

- Conduct user research, including interviews, surveys, and usability testing, to identify user needs and pain points serving as a foundation for informed design decisions.
- Develop user flows, wireframes, and prototypes to effectively convey design concepts and implement innovative solutions.
- Collaborate with cross-functional teams, including product managers and developers, within an agile framework, to ensure that user experience goals were integrated into the product roadmap and design process.
- Design responsive and accessible interfaces that were visually appealing and easy to use across various devices and platforms.
- Up-to-date with latest design trends and technologies, implemented best practices to improve user experience and product performance.
- Contribute to the development of the design systems and style guides playing a pivotal role in preserving design consistency throughout projects.

### ABIS - Ahlul Bayt Islamic School

Senior Graphic Designer | December 2020 - August 2022

- Led and mentored a team of junior designers in ideating and executing creative design concepts for diverse projects. Provided comprehensive guidance and constructive feedback to refine their ideas, ensuring the creation of compelling visuals aligned with project requirements.
- Facilitated routine design critiques to nurture creativity within the team while maintaining brand consistency. Fostered an environment that encouraged innovative thinking.
- Effectively initiated and oversaw a diverse array of projects,

## SKILLS

### Software Skills

- Adobe CC (Photoshop, Illustrator, InDesign, XD, Acrobat, After Effects), Figma
- Github, Bootstrap, Drupal, Atom
- HTML5, CSS3, Javascript, JQuery
- Trello, Monday.com, Asana
- Microsoft Office (Word, PowerPoint, Excel, Outlook, Sharepoint), G Suite (Drive, Gmail, Docs, Calendar, Meet), Slack
- Microsoft Teams
- Shopify, Wix, Wordpress, Duda
- Google (Analytics, Ads), Marketing, Digital Marketing, Social Media Ads, eCommerce

### Knowledge

- Graphic Design (design composition for print and digital, branding, typography, colour theory and layout)
- UI (style guides, responsive design, front-end development, prototypes, analytics and design systems)
- UX (research, information architecture, journey maps, user flows, personas and low and high fidelity wireframes)

### Languages

- English
- French
- Arabic

including brand and identity development, print and digital poster design, social media post creation, Ramadan campaigns, and Fundraiser campaigns.

- Conducted periodic design reviews in collaboration with other departments, incorporating feedback and iterative design solutions to ensure timely project delivery while maintaining quality standards.

## DND - Department of National Defence of Canada

Graphic Designer for the Director General Defence Security (DGDS) | March 2021 - July 2019

- Received my Secret Clearance, enabling work on confidential and sensitive documents while maintaining security protocols.
- Conceptualized and produced E-Publications and interactive PDFs, ensuring engaging and user-friendly digital documents.
- Crafted dynamic PowerPoint presentations, employing visual storytelling techniques to convey complex information effectively.
- Developed and designed templates and design assets for seamless integration into websites, ensuring consistent and visually appealing online experiences.

Graphic Designer for the Canadian Armed Forces (CAF) | September 2019 - August 2020

- Designed compelling infographics and posters for both print and digital mediums, employing design principles to maximize visual impact.
- Spearheaded the creation and execution of daily social media posts across various accounts, ensuring consistent brand representation and engagement.
- Created the branding strategy for the Canadian Army Podcast, integrating visual elements that resonate with the target audience.
- Designed the Canadian Forces Parachutist badges, incorporating precision and creativity to capture the essence of the achievement.

## Klipfolio

Digital Designer | September 2016 - September 2019

- Certificates of Excellence in recognition of my substantial contributions to the success of marketing campaigns.
- Established comprehensive brand guidelines and defined the visual language.
- Conceptualized, designed, and coded for over 90 user-centric web pages, with a steadfast emphasis on usability and intuitive interfaces.
- Conducted usability tests which increased user satisfaction by 23%.
- Designed high-converting landing pages which drove conversions by 12%.
- Designed advertisements across all social media accounts (Facebook, Twitter, Instagram, LinkedIn and Youtube) which increased sales by 8%.
- Mentored marketing teammates to enhance their proficiency in HTML5 and CSS3 coding techniques.

## EDUCATION

### Product Design

Udacity | April 2023

- Coursework: design principles and process, user-centered design and design thinking methodologies, user research, gathering user feedback, creating user personas and scenarios, design sprints, and creating and testing prototypes for web and mobile.

### Graphic Design

Algonquin College | September 2013 - April 2016

- Dean's List Academic Year 2015-2016
- Cumulative G.P.A. of 3.75/4
- Coursework: design fundamentals and strategies, including colour theory, typography, and graphic design. It also included topics such as user interface and experience design, website design and development, motion design, and photography.

### GAS - Design Studies

Algonquin College | September 2012 - April 2013

- Dean's List Academic Year 2012
- Cumulative G.P.A. of 3.4/4
- Coursework: graphic design, illustration, photography, and the history of art and design.

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## HOBBIES

- Fitness
- Reading
- Travelling
- Food
- Basketball
- Football
- Video games