

Anas Morsi

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Education

BS Information, User Experience Design, 2018-2020, University of Michigan, Ann Arbor, MI
BS, Computer Science, 2016-2018, Kettering University, Flint, MI

Experience

Deloitte, Remote

Consultant – UX Designer / Front-end Developer, 8/2020 - Present

Amazon

Worked with three different teams within Amazon and AWS.

- Worked with an AWS team as the lead UX designer. Led the user experience and user research process from end to end.
- Released to more than 175 fulfillment centers worldwide, where associates will be accessing it daily.
- Presented final designs to UX principles and leaders to receive final approval.
- Conducted over 40 hours of user research interviews and other activities with users worldwide to ensure the designs were easy to use.
- Delivered hi-fidelity wireframes for react-web and react-native responsive for all screen sizes.
- Significantly improved proprietary, internally developed design tool by introducing modular, reusable design widgets.
- Gathered requirements from clients and worked in a team environment to solve usability issues
- Developed mobile UI with Google Flutter framework working with the UX designer to improve user experience.

Department of State

- Led the UX design for a 5-year, +35-million-dollar modernization project.
- Created test cases and test scripts and led 10 UAT meetings with over 60 testers, clarifying defects within the application that was pivotal for a successful go-live for Release 1.
- Worked alongside functional leads to gather information from clients to deliver hi-fidelity wireframes. The wireframes were used for client meetings and joint application design sessions with end-users to collaborate and gather requirements.
- Developed a User Research plan to collect data and feedback to improve the usability of the application
- Bridged the gap between functional, technical, and client needs, improving front-end developmental efficiency.
- UX Research: Interviewed employees and conducted usability tests and card sorting to receive data to make the application more user-friendly.

Michigan Health Specialists, Flint, MI

UX Designer – Contractor, 6/2019 - 3/2020

- Recommended the creation of brand identity guidelines using Adobe Pi & Ai to establish a strong brand for MHS and made reusable components to improve user experience accessibility and consistency across products
- UX Research: Interviewed employees in office and patients that were familiar with the website, and patients that never visited the site and conducted usability tests to help make the website more user-friendly
- Redesigned website presented wireframes and mockup designs on Adobe Xd
- Update and modify the websites with HTML, CSS, and JavaScript and added ACF to allow others to be able to update content without going through code

GRID – Design & Technology, Troy, MI

Front-end & User Experience Developer, 7/2016 - 8/2018

- Teamed with project managers to complete development and design on various projects for clients
- Contributed to the launch of over four applications
- Lead the front-end development for an FCA subsidiary website using HTML, SCSS, JavaScript, and PHP
- Implemented block element modifier (BEM) technique during styling projects
- Beta tested software using MySQL Workbench and cross browsing testing

Skills

Design & Tools: Adobe Suite: Ps, Ai, Xd, Sketch, Figma, InVision

HCI Methods: Wireframing, Rapid Prototyping, Persona, User flows, Usability Testing, A/B Testing, Card Sorting

Tech Stack: HTML, CSS, JavaScript, WordPress, React, Flutter, Python, Django