

Experience

- Jan2024- Present **Senior UI/UX Designer** | Blue Holding | Onsite
- Managed UI/UX design for multinational pharmaceutical clients, optimizing user experiences to meet industry standards.
- Aug2022- Present **Product Designer & Instructor** | UXGate | Hybrid
- Led and managed projects in collaboration with major external companies to enhance the user experience of their products.
- Sep2021- Aug2022 **UX Designer** | Freelancing
- Designed user experience for Match Koora and Hawwesh applications by conducting user research and creating wireframes and prototypes.
- Aug2020- Sep2022 **Graphic Designer** | Sanad Space | Remotely
- Designed and improved the organization's social media designs.
 - Created the marketing and branding identity for more than 10 activities.

Projects

Mobile Application Design | AMS

Crafted the user experience for the AMS mobile application for **Pfizer**, ensuring a seamless experience to enhance the assessment process for medical roles and deliver Pfizer certificate for hospitals.

Tablet and Mobile Application Redesign | Tarasol

Elevated the Tarasol application experience with a modern UI/UX makeover, refining the exchange of correspondences, tasks and attachments between **Egyptian Ministries** for heightened overall usability.

Desktop and Mobile Responsive Website Redesign | PEX

Transformed the **Palestinian Stock Exchange platform (PEX)** through a captivating UI/UX redesign, elevating usability and visual allure for an enhanced trading experience.

B2B SaaS Product | Maintenance Tracker

Enhanced the usability and aesthetics of the work order flow for the B2B SaaS product that supports car service businesses in the **USA**.

Mobile Application Redesign | Telgani

Conducted detailed user research to identify problems in the user experience of mobile car rental app in **KSA**, find solutions and implement them in the form of a prototype, to increase the conversion rate and reduce the cancellation rate.

B2B SaaS Product | Pelcro

Revamped onboarding and import flow for a subscription and membership management software in **Canada**, delivering an intuitive and streamlined experience for businesses managing recurring revenue.

Mobile Application Design | Gaith

Designed a user-friendly mobile app UI for a **UAE** donations platform, increasing user satisfaction and trust through research-driven prototyping.

Qualifications

User Experience Design

- UX research
- Competitive Analysis
- Wireframe
- Visual Design
- Prototyping

Graphic Design

- Social Media Designs
- Photo-Manipulation
- Branding
- Logos

Programs

- Figma
- Adobe XD
- Miro
- Canva
- Photoshop
- Illustrator
- After Effects
- Adobe Premiere

Languages

- Arabic – Native
- English – Intermediate

Extracurricular Activities

SSP Society Team | Faculty of Engineering, Alexandria University

Volunteered in different roles throughout 2 years including:

Media – Designed marketing campaigns for the team events.

Human Resources – Conducted coaching and development plans for members.

Organizing – Organized different events in the college campus.