Mohammed Abdel-latief

UI/UX designer

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About me

I was born on **15 September 1984**, I'm from Egypt, Marsa Matrouh (google it, beautiful city). **Married** and have **one kid** (Bilal, 2 years baby boy).

I love to take an idea through **design** iterations and then perfectly code it up for users to enjoy. I'm as excited by the pixel perfect designs as I'm by the smart **HTML** markup, clever **CSS** and the perfect ease for **Javascript** web animation.

Experience

Senior UI/UX Designer

Orange . Aug 2016 - Present

Working on the UX design and UI development of a large scale projects in both Egypt and France.

UX Lead

Nahdet Misr . Jun 2015 – Jul 2016 (1 yr 2 mos)

Coordinating a team of 4 designers, handleing all UI/UX related tasks in order to create a digital experience to the Educational book "Aladwaa" (www.Aladwaa.com), including creating a website and mobile app for the book.

Senior UX Designer

Sarmady (a Vodafone company) . Aug 2012 – Jun 2015 (2 yrs 11 mos)

Building a strong user experience and a unique user-centered design for a large scale web/mobile based projects.

Graphic Designer & UI developer

Taya IT . May 2009 – Aug 2012 (4 yrs 3 mos)

Started as a UI developer working only on the coding side, after two years the management decided to make use of my graphics skills, and I became a part of the design team ever since.

Web & Graphic Designer

Innoworx . Nov 2008 – May 2009 (7 mos)

Working on the user interfaces from both design and coding Perspective for web based projects.

Languages

Arabic: Native language

English: Professional proficiency

Tools

Sketch

Flinto

Framer studio

Invision

Mocups

Zeplin

Optimizly

Google ananlytics

Adobe Photoshop

Adobe illustrator

Adobe Aftereffects

Education

Faculty of arts, Tanta university

68% . 2005

License of arts, studied libraries and documentation science.

Graphic design diploma, Premiere - digital art school

A . 2008

Diploma in visual and graphic design.

Web design diploma, Premiere - digital art school

A- . 2008

Diploma in desiging for the web.

Design sprint Nanodegree program, Udacity

2018

Certificate at: confirm.udacity.com/YPDDEKZ5

Technical Skills

UX Research

Stakeholder interview, User interviews, Field studies, Surveys, Personas Building, User Scenarios, User Stories, User FLows, Competitive analysis.

Information Architecture

Content startegy, Card sorting, Site maps, Journey maps, pages/content inventory, short-hand Flows, wire-flows.

Prototyping

Sketches and paper wireframes, Low/hi fidelity prototypes, Interactive prototypes.

UX Evaluation

Usability tests, A/B tests, Heuristic Analysis, Accessibility evaluation, Post-project Analytics.

Visual Design

Digital illustration, User interface design, Icons design, Styleguides.

User Interface

HTML5, CSS3, Sass, responsive UI, Vanilla Javascript, jQuery, web animation using GSAP & CSS3.

Soft Skills

Effective communication

Organized and Meticulous

Quick and continuous learner

Open to critique

Updated and open to new Trends

Sharp eye for details

Eye for Pixle perfect design

Passions

User interface design

Digital Illustration

Scalable vector graphics (SVG)

Interaction design

Web animation

HTML&CSS&JS prototyping

Sketching

Interests

Drawing and sketching

Time with family

Travelling

Swimming