

# KHALED ASHRAF

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## SUMMARY

A UX designer with a strong background in user research, interface design, and front-end development. Experienced in creating user-centric designs for agile based environments. Proficient in tools like Figma, Photoshop, and Illustrator. I deliver solutions that align with user needs and business goals.

## EXPERIENCE

**Freelance** ----- Remote  
UX Design & Engineer ----- 2024 – Present

As a UX engineer, I collaborated with clients to deliver customized software and design solutions using Laravel, JavaScript, and Bootstrap. My focus was on developing intuitive and high-quality user experiences, tailored to meet specific requirements. Key projects included:

- Designing and implementing user interfaces for new features within existing systems, ensuring a seamless fit with current designs and incorporating user feedback to refine usability.
- Crafting modern and animated login screens, enhancing both functionality and aesthetic appeal.
- Facilitating client meetings to gather requirements, present design solutions, and provide regular progress updates, ensuring effective communication and alignment with project goals.

**Xceed** ----- Cairo, Egypt  
UI Design Intern ----- 08/2023 – 09/2023

Collaborated with a team of developer interns to design a task management web application, Taskify:

- Designed the user interface, focusing on creating an intuitive and user-friendly experience
- Developed the user experience flow, ensuring smooth task navigation and management
- Coordinated with developers to align design and functionality seamlessly

**Roomera, Inc.** ----- Minnesota, USA  
UX Research & Design Intern ----- 03/2022 – 09/2022

Responsible for exploring the user experience landscape and synthesizing actionable insights:

- Conducted competitive analysis using SWOT to understand and inform design strategy
- Conducted user interviews and synthesized insights to verify assumptions and refine customer segmentation
- Planned and iterated on surveys to capture meaningful user feedback
- Created interactive prototypes and wireframes for a mobile application interface
- Conducted multiple usability tests to ensure the interface was intuitive and user-friendly

## PROJECTS

- **Portfolio Website** designed and developed a personal portfolio website using Figma for design and implemented it with Next.js and Tailwind CSS. Incorporated Framer Motion for animations, along with lazy loading and dynamic imports to optimize loading speed.
- **Wash-it** contributed to the founding of a delivery-based car wash service, leading market research and designing a user-friendly customer experience. Additionally, developed the brand's visual identity to reflect a fresh and modern aesthetic.
- **SPARA Consumption** volunteered as a graphic designer for an environmental initiative funded by Bibliotheca Alexandrina, focused on reducing plastic consumption. Created impactful posters and social media content to support the movement's objectives.

## EDUCATION

- **Alexandria University**, Bachelor's Degree, Computer Engineering, 2023

## ADDITIONAL

- **Languages:** Arabic (native), English (fluent), Italian
- **Skills:** competitive research, user interviews, user interface design, prototyping, usability testing, graphic design, responsive design, mockups design, user flow design, frontend development

### Toolkit

Design	Technical
Illustrator, Photoshop	Next.js, Laravel
Figma, Adobe Xd	Tailwind CSS
Miro, Whimsical	Bootstrap 5
Canva, Adobe Express	HTML, CSS, JS