KHALED ASHRAF

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Summary

Creative UX/UI Designer with a background in computer engineering. Skilled in user research, prototyping, designing, and coding intuitive interfaces that bridge design and functionality.

Experience

Egyptian Navy   Alexandria, Egypt
Full-Stack Developer   04/2024 – 03/2025
Responsible for providing comprehensive software solutions using Laravel, JavaScript, Bootstrap, and PHP, that met strict requirements, while ensuring the user-friendliness and high-quality user experience of new functionalities in existing software.
- Delivered end-to-end solutions, including coding, design, and deployment, ensuring all deliverables met both technical specifications and user expectations
- Led meetings with high-profile stakeholders to gather requirements, present solutions, and provide progress updates, ensuring clear, concise, and actionable communication at all times

Xceed   Cairo, Egypt
A leading Egypt-based provider of customer management solutions for global firms and government entities.
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.   Minneapolis, USA
A fun and intuitive VR, AR, and mobile tool designed to help people imagine and explore the future.
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 market positioning and inform design strategy
- Conducted user interviews and synthesized insights to verify assumptions and refine customer segmentation
- Designed 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

Brand Identity Design Freelancer   Remote
Freelance Designer   2020 – Present
Responsible for creating compelling visual designs for various brands and businesses:
- Designed logos and brand identities that effectively communicated the clients' vision

Education

Alexandria University, Bachelor's Degree, Computer Engineering (Minor in Communications Engineering), 2023
- A bachelor's degree in Computer Engineering with a minor in Communications Engineering and a cumulative GPA of 3.2

Additional

- **Languages**: Arabic (native), English (fluent), Italian
- **Community Service**: Volunteered as a Graphic Designer with Bibliotheca Alexandrina
- **Skills**: competitive research, user interviews, user interface design, prototyping, usability testing, graphic design, responsive design, frontend development
- **Technologies**: Nextjs, Tailwind CSS, Laravel, PHP, Bootstrap 5