

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

Brand Identity Design Freelancer ----- Remote
Freelance Designer ----- 2021 – Present

Responsible for creating compelling visual designs for various brands and businesses:

- Designed logos and brand identities that effectively communicated the clients' vision
- Created engaging and eye-catching social media posts
- Created posters and other assets for brands, ensuring smooth printing and production without issues

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. ----- Minneapolis, 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

Illustrator, Photoshop
Figma, Adobe Xd
Miro, Whimsical
Canva, Adobe Express

Technical

Next.js, Laravel
Tailwind CSS
Bootstrap 5
HTML, CSS, JS