

# 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 startups, and freelance projects. Proficient in tools like Figma, Photoshop, and Illustrator. I deliver solutions that align with user needs and business goals.

## EXPERIENCE

**Egyptian Navy** ----- Alexandria, Egypt  
*UI Designer* ----- 04/2024 – Present

Responsible for providing comprehensive software and design solutions using Laravel, JavaScript, and Bootstrap that met strict requirements, while ensuring the user-friendliness and high-quality user experience of new functionalities in existing software:

- Undertook various design projects such as:
  - Designing new personal ID cards that met the required specifications, resolved issues with the old design, and addressed printing and production challenges
  - Designing login screens with animations and a modern look
  - Designing new functionality UIs within existing systems, ensuring ease of use and compatibility with the systems' aesthetics, followed by user feedback to confirm usability
- Led meetings with high-profile stakeholders to gather requirements, present solutions, and provide progress updates, ensuring clear, concise, and actionable communication at all times

**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 market positioning 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

## EDUCATION

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

## 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, mockups design, user flow design, frontend development

### Toolkit

*Design*  
Illustrator  
Photoshop  
Figma  
Canva

*Technical*  
Nextjs  
Tailwind CSS  
Bootstrap 5  
HTML, CSS, JS