

Menna Esmael

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SUMMARY

Detail-oriented software engineer transitioning into product design, with over two years of experience in front-end and back-end development. Skilled in managing projects from ideation to implementation, conducting research, and designing user personas for intuitive interfaces. Eager to leverage my technical and design skills in Noon's CAKE program to contribute to the e-commerce sector.

SKILLS

- **Product Design:** UI Design, Prototyping, User Research, Wireframing
- **Development:** HTML, CSS, JavaScript, React
- **Design Tools:** Figma, Adobe XD, Photoshop

EXPERIENCE

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|---------------------|---|
| Dec 2023 – Current | Software Engineer – Web Developer , PS Solutions <ul style="list-style-type: none">• Designed and built web projects from scratch, including custom component creation.• Enhanced outdated architecture and resolved issues to improve project performance. |
| Sep 2023 – Nov 2023 | Full Stack Web Developer , The National Museum of Egyptian Civilization <ul style="list-style-type: none">• Optimized system performance by fixing errors, and memory allocation. |
| Jul 2022 – Feb 2023 | Product Designer, Web Developer , The Ministry of Tourism and Antiquities <ul style="list-style-type: none">• Fully led and executed all phases of project design: from user research and ideation to defining personas and designing key features.• Developed and launched a central dashboard, enhancing app functionality and usability.• Designed and implemented custom UI elements, collaborating with backend, QA, and UI/UX teams to maximize performance and user satisfaction. |

EDUCATION

Graduated Jun 2023 **Bachelor of Archaeological Information Systems**, Cairo University (GPA: 4.0)
Ranked **second** in my class

CERTIFICATION

- Shift Nudge - Interface Design Course (PRO Packet), 2022
- Google UX Design Professional Certificate, 2023

Languages

Languages: Arabic **Native** | English **C2**