

Profile

- Solid Experience as a User Experience Designer with over five years of experience designing mobile applications, websites, and landing pages.
- Proficient in Figma and Adobe XD, with extensive knowledge of other design tools such as Photoshop and Illustrator.
- Passionate about creating seamless and engaging user experiences that enhance user interaction and achieve business goals.

Experience Work

UX/UI Designer

Nov.2021- Present

E-Learning Technology – Bahrain

Responsibilities:

- Collaborate with product managers to understand and analyze user needs, ensuring alignment with business goals and translating them into engaging user interfaces.
- Collaborate closely with developers to implement designs and deliver integrated solutions that enhance user experience.
- Create wireframes, prototypes, and mockups for our mobile and web app.
- Conduct user research and usability testing to gather feedback and ideas for iterative design improvements.
- Develop user journeys, personas, and user flows to guide design decisions and enhance user experience.
- Design according to international standards, ensuring consistency in colors and fonts aligned with the brand, and compatibility across all platforms.
- Create attractive and modern designs for mobile and web platforms in multiple languages. Manage all projects and tasks within specific timelines and under pressure, delivering them by specified deadlines.
- keep up to date with technological innovations and new tools.
- Implement front-end programming (HTML5, CSS3, Bootstrap) for some designs.
- Testing the user experience and ensuring the integrity of the application to publish it on the store.
- Design and Develop Email Template using (HTML5, CSS3).
- Deliver the design file to developers using the features of Figma, Zeplin.

UI Designer & Junior UX Designer

Dec.2019- May.2023

Zad Company- Egypt

Responsibilities:

- Cooperate and communicate with the work team, including developers and managers, to analyze user needs and translate them into attractive interfaces that align with the company's goals.
- Create wireframes, prototypes, and mockups for our mobile app.
- Conduct user research and usability testing to gather feedback and ideas for iterative design improvements.
- Discuss designs with developers to ensure design integrity and feasibility, and to identify any potential problems that may arise during implementation.
- Re-designed 5 mobile applications to improve user experience and ease of use.
- Design according to international standards, ensuring consistency in colors and fonts aligned with the brand, and compatibility across all platforms.
- Deliver design files to developers using Zeplin and Marvel app.
- Design 7 mobile applications with different ideas, along with web designs.
- Design screenshots for uploading applications to the Apple and Google stores for iPhone, iPad, and android.

UI Designer & Graphic Designer

Oct.2019- Nov.2021

Freelancer

Responsibilities:

- Conduct user research and usability testing to gather feedback and ideas for iterative design improvements.
- Design according to international standards, including layout, typography, color theory, and visual design.
- Design business cards and deliver the design in image formats (PNG, JPG, PDF) and Photoshop files.
- Communicate with clients to explain the business idea and the purpose of creating the application or website, then conduct analysis to suit user needs and business objectives.
- Re-designed websites to make them more responsive.
- Design landing pages for e-commerce app.
- Deliver the XD file to developers.

UI Designer

Dec.2019- Oct.2021

Smart Soft Company- Riyadh, Saudi Arabia**Responsibilities:**

- Collaborate with product managers to understand and analyze user needs, ensuring alignment and translating them into engaging user interfaces.
- Design according to international standards, ensuring consistency in colors and fonts aligned with the brand.
- Re-design hospital and law mobile apps to improve user experience and ease of use.
- Design an online store application with three user roles: customer, seller, and driver.
- Design landing pages for order delivery app.
- Design three mobile applications and four websites for different ideas.
- Design screenshots for uploading applications to the Apple and Google stores for iPhone, iPad, and Android.
- Deliver the XD file to developers.

Project Coordinator

Mar.2016- Aug.2017

Partners International for Medical Aid (PIMA-SA) – Gaza office**Responsibilities:****1. Capacity Building Project for the working staff of International Cooperation****Department of MOH**

April.2016- Aug.2017

- 1.1 Implementing and coordinating the activities of the Capacity Building Project for MOH staff.
- 1.2 Monitoring and evaluation of the projects` activities and writing financial and technical reports.

2. Poor Patient Fund Program (PPF)

Mar.2017- Aug.2017

- 2.1 Participate in planning and coordinating the 1st and 2nd workshops of the PPF to review the past stages, recognize the weaknesses and strengths and suggest recommendations to improve the program (lesson learning).
- 2.2 Continue writing humanitarian stories within Poor Patient Fund Program.
- 2.3 Assist the supervisor in networking with 10 Local Health NGOs (LHNGOs) as partners for the purpose of providing poor patients with the medical services they need.
- 2.4 Review the patients social information at PPF website to ensure its accuracy.

Project Coordinator

Mar.2013 - Aug.2017

Expertise for Consulting and Development**Responsibilities:**

1. Projects proposals writing and Fundraising.
2. Networking with various NGOs working in the health sector.
3. Following- up the process of implementing different training programs.
4. Report writing (annual, technical, etc).
5. Preparing the quotations as required.
6. Design (training certificates, Brochure, cover page for reports...) using Photoshop program.
7. Other tasks as requested by the direct supervisor.

Administrative Assistant

Nov.2012 – Mar.2013

AL-Najah for General Trading and Contracting Co

Responsibilities:

1. Maintenance of company's devices.
2. Assisting in daily office needs and managing our company's general administrative activities.

Is Help Desk Assistant

Sep.2010 – Sep.2011

United Nations for the Relief and Works Agency (UNRWA)

Responsibilities:

1. Responsible for the computers that are distributed to schools.
2. The inclusion of data schools and computers to schools on Database.
3. The work of the format devices & maintenance Network.
4. Follow-up maintenance of the external devices and printers.

Qualifications Educational

- Professional Diploma in Management of Civil Societies Organizations from the Islamic University of Gaza Sep 2016 - Nov 2017
- B.Sc.in Computer Engineering from the Islamic University of Gaza Aug 2005 - June 2010

Training

Web Developer

May 2021 – July 2021

- HTML5
- CSS3
- JavaScript
- JQuery
- Bootstrap
- Basic React

UX/UI Designer

Nov 2018 - Mar 2019

Gaza Sky Geeks, Gaza

Outline

- Research & Analysis
- Wireframe
- Prototype
- Interactions & Animations
- Information Architecture
- Color Theory
- Visual Design
- user flows
- Site Map
- User flow
- Usability Testing
- Mockups
- style guides
- Sketch
- Persona
- journey maps
- Accessibility
- Typography
- Layout

Tools

- Adobe XD
- Adobe Illustrator
- Zeplin
- Figma
- Invision
- Miro
- Adobe Photoshop
- MarvelApp
- Google Sheet

Graphic Designer

April 2014 - Nov 2014

Computer Land Center, Gaza

- Basics : How to use tools in: Photoshop, Illustrator, InDesign,
- Website design
- Visual identity Design
- Design Principle
- Design Prints
- Design Books, Magazine..etc
- Photo Editing

Proposal Writing and Projects Coordination

April 2014 - May 2014

Community Service & Continuing Education Deanship

- Proposal writing
- Difference between
- Project management
- Concept paper
- Logic Frame
- Report writing
- Project & program
- Project Terminologies
- Project life cycle

Arabic Content Development (E-Content)

May.2013 – July.2013

Mercy Corps with Unit one Co., Gaza

- E-Content Development (40 hrs.)
- Web Development - WordPress (30 hrs.)
- E-Marketing (20 hrs.)

Personal Skills:

1. Communication Skills

1.1 User Needs Analysis and Team Communication:

- I conducted interviews with users to understand their needs and analyzed the collected data to define requirements.
- I maintained regular communication with developers to ensure the correct implementation of designs according to user requirements.

Tools Used:

- **Zoom, Google Meet:** Conducted user interviews to understand their needs.
- **Slack:** Communicated with developers to discuss design, implementation, and find suitable solutions to enhance user experience.
- **Google Sheets:** Analyzed data gathered from users to define their requirements.
- **Google Forms:** Created surveys to collect user data.
- **Jira:** Tracked design and development tasks and their completion.

2. Problem-Solving Skills:

2.1 Detail and User Experience Issues Analysis:

- I faced a challenge in designing a complex user interface, where I utilized my analytical skills to identify weak points and propose improvement solutions.
- The statistics page in the dashboard was complex and users were dissatisfied with it. I gathered user feedback and conducted an analytical study to understand the reasons. I redesigned the statistics page to simplify the process, enhance clarity, display only the necessary data, and improve user experience.

3. Design and Creativity Skills:

3.1 Innovative User Interface Design:

- I developed innovative designs that provide an excellent user experience, focusing on simplifying interaction and enhancing user experience.
- I used design tools such as Adobe xd or Figma to develop prototypes and continuously verify them.

4. Customer and User Interaction:

4.1 User Feedback Analysis and Client Integration:

- I organized evaluation sessions with users to gather and analyze their feedback to improve interfaces.
- I interacted with clients to understand their needs, provide technical support, and guidance regarding user experience.

References

Available upon request