

## About

Digital Product Designer with a passion for creating exceptional user experiences. ⚡

For over a decade, I've humbly contributed to user-centered designs, learning and adapting from concept to launch. Balancing form and function, my skills cover user research, prototyping, and usability testing.

With a keen understanding of design principles and user research methodologies, I can design and develop digital products that look great and provide an intuitive and seamless user experience.

## Work Experience

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|-------------|---|---|
| 2021 — Now  | Senior Product Designer at Motorgy<br>Kuwait (Remote)                 | Leading visual design and user experience at Motorgy, a pioneering digital automotive platform in Kuwait. Utilizing data-driven and user-centered methods, I craft seamless, personalized experiences. My role involves in-depth research, user data analysis, and translating insights into exceptional customer journeys. |
| 2020 — 2021 | Senior Product Designer at Freelance                                  |   |
| 2018 — 2020 | Senior Product Designer at Fly365.com<br>Egypt                        | Fly365 is an Australian travel agency, My responsibility is to guide the process from research to launch. Through user research, ideation, prototyping, and testing, crafted an intuitive platform for a seamless booking experience.   |
| 2017 — 2018 | Digital Product Design Lead at Media Pan Arab FZE.<br>Egypt, Emirates | Overseeing end-to-end design processes to enhance company products. Championing innovative user experiences through collaboration with cross-functional teams in software engineering, and human interface design.  |
| 2014 — 2017 | Senior UI/UX Designer at Media Pan Arab FZE.<br>Egypt, Emirates       | Worked to create, revamp, and improve variation products from the beginning. Responsible for Creating wireframes, visual design, and interactive prototypes and Implementing user-centered design principles.   |
| 2012 — 2014 | UI/UX Designer at Freelance   |   |
| 2010 — 2012 | Web Designer at Freelance   |   |

## Education

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| 2009 — 2013 | Bachelor, (MIS) Management Information Systems at Delta Academy of Science<br>Egypt | Graduation project: Excellent |
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## Certifications

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| 2021 | Learning Design Sprints from LinkedIn Learning<br>AWa-x5ryb6WLRlO-5O1goJHLnTaW      |
| 2021 | UX Deep Dive: Analyzing Data from LinkedIn Learning<br>ASNbdMYrzA41D2VllQ3fAZaJRwEZ |
| 2021 | Advanced Google Analytics from LinkedIn Learning<br>ATDjj1qNN8aEIXlvURqsn6Z_uFI7    |
| 2020 | Digital Marketing Specialization Challenge Track from Udacity<br>cert_z4h3lvlk      |

2020 Product Masterclass: How to Build Digital Products from  
LinkedIn Learning  
cert\_z4h3lvk

Contact

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