

Saher Azer

UI/UX Designer

Contact

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“Art raises questions, while Design answers them”

I'm a UI/UX Designer, passionate about user centered design, mobile & web design, and interaction design. Throughout my long work experience, I have taken many roles and responsibilities, which gave me a well-rounded understanding of user centered design principles, techniques and best practices in various touch points.

Skills

User Experience Design

iOS Mobile Design

Android Mobile Design

Web APP Design

Web Design

Information Architecture

User Centered Design

User Personas

User Journeys

User Flows

Wireframes

Rapid Prototyping

Usability Testing

Interaction Design

Agile Methodology

Visual Design

UI Design

Style Guides

Iconography

Typography

Image editing

Video editing

Work

UX Consultant at CN 2017 (open contract)

COFOMO - Canada

- As a UX Consultant at CN, I need to lead and take ownership for the project I'm assigned to, while maintaining the company standards, respect the technical limitations, and understand shipping rules and regulations
- My tasks at CN includes, but not limited to, leading the project through the whole process from research to production
- Facilitating workshops and brainstorming sessions with Project managers, Functional designers, and Devs
- Preparing various UX documents based on the provided User Cases, e.g: UC document mapping, User Journey, and DoGo mapping
- Quick drafting for the offered solution, creating a quick prototype to test it with the whole team to get feedback and iterate on the offered solution
- Preparing UI components based on the Kendo UI library availability
- Coding the UI interface using HTML/CSS, JQuery and Kendo UI library Components
- Preparing UI and functional design user cases final documentation
- Project delivered during contract period; Automated Shipment Diversion Request Tool

Sr UI/UX Designer 2017 (3 month contract)

Savoir-Faire Linux - Canada

- As a senior designer at SFL, I faced a set of unique challenges, the company believes in open source and free software, which needed from me to learn new tools that fit with the company's policy, even though I'm using an imac, still need to adapt to the Linux environment that exists in every corner of the company
- Help to establish tools and processes for an expanding design team
- Meet with clients/stakeholders for briefing/presenting
- Prepare and facilitate a card sorting session for IA redesign
Perform user research and analysis
Create wireframes, flows, interactive prototypes (Craft/Invision -marvel app), assets, and documentation
- Review and identify product improvement opportunities
- Work closely with Product owners and/or clients to insure meeting with business objectives
- Advocate users best practices and Spreading awareness of the UX importance among the team (designers, Devs, product owners, etc.)
- Projects I shipped include: audio / video peer to peer chatting app Android and iOS, Mobile design crash course outline, material and tuition, coded bootstrap template

Tools

Sketch
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere
Affinity Designer
Origami Studio
Principle
HTML/CSS
Javascript
Marvel App
Invision Prototype
Jira
Adobe Dreamweaver
Adobe Flash
Final Cut Pro
Logic Pro
Cinema 4D
Adobe Acrobat

Languages

English, French, Arabic

Hobbies

Reading, fishing and playing music

Education

B.Sc. in Applied Arts, Advertising section
2001, Faculty of Applied Arts, Helwan
University, Cairo.

Sr. UI/UX Designer 2013 - 2017

Liquidum Apps - Canada

- Participate in briefs, ideation process and initial conceptualization phases
- Perform user research and analysis
- Work closely with Product owners to insure meeting with business objectives
- Create workflows to illustrate the core design idea
- Setting and running user testing, and analyzing collected data
- Prepare MVP diagrams and create wireframes using sketch
- Make prototypes illustrate the paths and interactions using invisionapp
- Document workflows, interactions, UI specs and assets using confluence
- Reviewing and identifying product improvement opportunities
- Work closely with developers throughout the project to facilitate the tasks and assure quality assurance control during production
- Present and share my work and my thinking to internal team and colleagues
- Advocating users best practices and Spreading awareness of the UX importance among the team (designers, Devs, product owners, etc.)
- Following up and applying iOS HIG (Human Interface guidelines) and Material Design
- Apps designed and maintained: Rocket VPN Android, Rocket VPN iOS
- The Cleaner Android, Secure Private Browser iOS, Downloader and Private Browser Android, Personal Document Downloader iOS, Hexlock Android

Web/Graphic Designer 2009 - 2013

Essentia Group - Canada

- Designed and maintained Company's transactional website
- Created Essentia's brand identity, and products photo bank
- As marketing team members, I designed a large variety of web banners, catalogues, promotional print material, press ads and points of sales material

Sr. Graphic Designer/Copywriter 2008 - 2009

LOWE - Egypt

- Contributed in 360 advertising campaigns, including Tv commercials, Radio ads, and print collaterals
- Met regularly with clients for briefing, and proposal presentations.
- Clients: Red Bull, Piraeus Bank, Johnson & Johnson (facial wash), Johnson's baby products or division, Unilever (signal, close-up)

Sr. Graphic Designer 2005 – 2008

Impact/BBDO - Egypt

- Participated with the creative team in 360 advertising Campaigns, and was responsible for all graphic communication
- Met regularly with clients for briefing, and proposal presentations.
- Clients: Fretolay (Lay's and Cheetos), Bayer, NSGB, AAW (Engineering Company), Henkel (Persil, Pril), Snickers

Graphic Designer 2003 - 2005

FP7/Maccan Erricsson - Egypt

- Conceptualizing, and design of a large variety of printing material, including press ads and POS material of all kinds.
- Clients: Nescafe, Orbit, MCDonald's, Mlbank, General Motors

Graphic Designer 2001 - 2003

Silver Studio - Egypt

- Conceptualizing, and design of a large variety of printing material, including press ads and POS material of all kinds
- Prepare prepress files, mockups, for printing houses and Advertising Agencies