

**“Art is raising questions, while Design answers them”**

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

**Skills**

Mobile Design	Agile Methodology
Userflows	Visual Design
Wireframes	Iconography
User Centered Design	Typography
Prototyping	UI Design
Usability testing	Image editing
Interaction Design	Video editing

**Tools**

Sketch	●●●●●●●●●●
Infinity Designer	●●●●●●●●●●
Principle	●●●●●●●●●●
HTML/CSS	●●●●●●●●●●
Invision Prototype	●●●●●●●●●●
Jira	●●●●●●●●●●
Adobe PhotoShop	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe After Effects	●●●●●●●●●●
Adobe Premiere	●●●●●●●●●●
Adobe Dreamweaver	●●●●●●●●●●
Adobe Flash	●●●●●●●●●●
Final Cut Pro	●●●●●●●●●●
Logic Pro	●●●●●●●●●●
Cinema 4D	●●●●●●●●●●
Adobe Acrobat	●●●●●●●●●●

**Education**

B.Sc. in Applied Arts, Advertising section 2001

**Languages**

English, French, Arabic

**Hobbies**

Reading, fishing and playing music

**Sr. UI/UX Designer 2013 - Present**

*Liquidum Apps - Canada*

Participate in briefs, ideation process and initial conceptualization phase. Create workflows to illustrate the core design idea. Prepare MVP diagrams. Create wireframes. Make prototypes to illustrate the paths and interactions. Document workflows, interactions, UI specs and assets. Working close 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.

**Sr. Graphic Designer 2009 - 2013**

*Essentia Group – Canada*

Working as Marketing team member and responsible for brand identity and art direction for a large variety of web, printing material, press ads and Points of sales material of all kinds.

**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 Ericsson - 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.