

SALMA WALED KAMAL AHMED

UX/UI & Product Designer | Cairo, Egypt

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PROFESSIONAL SUMMARY

UX/UI & Product Designer with experience designing web and mobile products across marketplaces, dashboards, websites, and complex user journeys. Skilled in UX research, user flows, wireframing, prototyping, design systems, responsive design, and developer handoff. Passionate about translating business goals into intuitive, scalable, user-centered experiences.

PROFESSIONAL EXPERIENCE

Product Designer

June 2026 _ Present

Yozo AI

Cairo, Egypt

- Designed user-centred product experiences for an AI-powered marketing automation platform.
- Designed new features and enhanced existing product experiences based on business and user needs.
- Collaborated with product managers and developers to deliver intuitive, scalable solutions.
- Improved user journeys, usability, and overall product experience across the platform.
- Created high-fidelity UI designs, prototypes, and developer handoff documentation.
- Translated product requirements into clear, user-focused interfaces.
- Analyzed user sessions to identify usability issues and inform product improvements.

Freelance UX/UI Designer

January 2026 _ Present

- Delivered end-to-end digital experiences across marketplaces, dashboards, and web platforms.
- Built multi-role product experiences for customers, suppliers, and admin workflows.
- Improved usability and navigation through structured UX decisions.
- Created scalable design systems and reusable UI components.

UX/UI Designer

May 2024 _ Present

Reflections Digital Agency

Cairo, Egypt

- Conducted user research and translated findings into actionable design decisions.
- Created user flows, site maps, wireframes, and interactive prototypes.
- Designed scalable UI systems and reusable components using Figma.
- Collaborated with product managers and developers to align business and user goals.
- Improved usability, accessibility, and information architecture across products.
- Supported implementation through developer handoff and design specifications.
- Managed multiple projects while maintaining quality and consistency.
- Handled client accounts, maintained strong relationships, and led project updates.
- Translated business goals into effective, user-centred design solutions

SELECTED PROJECTS:

El Sewedy Industrial Developments _ Community Management App

Role: UX/UI Designer

Designed a user-friendly mobile app for managing industrial community operations. Focused on clean layouts and intuitive navigation to support tenants with services.

Logistics Arm _ Website & Web App with Dashboards

Role: UX/UI Designer

Designed a multi-role logistics platform with dashboards for customers, service providers, and admins. Focused on end-to-end workflows, including services, quotations, orders, invoicing, and reporting.

Sira _ Educational Kids App (Arabic _ Egyptian Dialect)

Role: Product Designer (UX/UI, Branding, Illustration)

Designed a full mobile app in Egyptian dialect, including custom Egyptian characters for each governorate, branding, and UI. Focused on accessibility, engagement, and culturally relevant storytelling for children.

Infinity Power _ Website Redesign (Renewable Energy)

Role: UX/UI Designer

Redesigned the website experience through UX analysis, improving navigation, usability, and visual hierarchy.

The United Bank _ Mobile App & Website Redesign

Role: UX/UI Designer

Redesigned the mobile app and website to improve usability, navigation, and overall user experience through UX audit and structured design decisions.

EDUCATION

B.A. in Mass Communication – Design Department

MTI University, 2024 | **GPA: 3.8** _ Graduated with High Honors

Additional Training: UX Research, UX/UI Design, Web Design, Design Thinking, Digital Marketing, 2D Design.

SKILLS:

UX

User Research
Information Architecture
User interviews
User Flows
Personas
User Journey Mapping
Wireframing
Prototyping
Usability Testing

UI

Design Systems
Component Libraries
Responsive Design
Interaction Design
Visual Design
Accessibility
Design Tokens
Developer Handoff
Basic HTML & CSS

Product & Collaboration

Cross-functional Collaboration
Stakeholder Communication
Agile Methodologies
AI-Assisted Design Workflows
Problem Solving
E-commerce
AI Product Design
SaaS Products
Marketing Automation

TOOLS:

Design

Figma
Adobe XD
Sketch
Adobe Illustrator
Photoshop
After Effects

Research, Analytics & Workflow

FigJam
Miro
Notion
ClickUp
Maze
Google Analytics

AI-Assisted Workflow

Claude
ChatGPT
Figma Make
Galileo AI
Leonardo AI
Visily AI

LANGUAGES:

Arabic: Native

English: Advanced