

Mo Sharaf

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Senior UI/UX Designer with 8+ years of experience creating innovative, user-centric digital solutions across diverse industries. Skilled in delivering engaging designs that align with business goals and enhance user experiences.

OVERVIEW

- Expertise in **UI/UX design** across multiple sectors, including **Web3, iGaming, real estate, fashion, transport, NFT, startups, government, healthcare, and fintech.**
- Led design for digital products like **websites and mobile apps**, ensuring user-centered approaches.
- **Collaborated with cross-functional** teams to deliver projects on time and established design systems for consistency.
- Strong communication skills with expertise in **interactive prototypes and motion design.**

SKILLS

Design

Product strategy / Wireframes and mock up / Interaction / Visual design / Motion design / Style guides & Design system library / Prototype / 2d 3d animations/ Video Editing

Research

Quantitative & qualitative research / Personas / AB testing / User journey / Usability study / Competitor analysis / UX audit / User Flow

Tools

Figma /Adobe creative suite / HTML + CSS/ Blender/ Unity AR / Unreal Engine / Invision / usertesting.com / Pidoco/ Miro / Jira / Maze /Spline

EXPERIENCES

Senior Product(UI/UX) Designer (Contract)

Oyssey | USA

Dec. 2024 - Present

- **Designed Immersive Property Browsing Experiences:** Developed intuitive, visually engaging interfaces for users to explore, filter, and favorite properties seamlessly across web and mobile platforms.
- **Visual Design System:** Developed and maintained a scalable design system to ensure consistency and efficiency across product updates and team collaboration

Product(UI/UX) Designer (Full-time)

Best Wing Tech Solutions LLC | UAE

Apr. 2024 - Oct 2024

- **Enhanced Engagement:** Conceptualized animations and dashboards for [Best Game](#) Marketplace, improving user interaction and experience.
- **Consistent Branding:** Orchestrated scalable design systems across multiple products, ensuring a cohesive brand identity.
- Crafted **2D motion graphics** and logos for various marketing campaigns and game promotions.

Founder & Sole Designer/Developer

JustUI

Aug. 2023 - Present

- **JustUI Platform Launch:** Scaled [JustUI](#) to 1,000+ active users in a year, offering weekly template updates.
- **Operational Leadership:** Oversaw product development and marketing at JustUI, driving 20% client retention growth.
- **SEO Impact:** Implemented traffic by 45% and sales by 25% through effective SEO strategies.

Senior UI/UX Designer (Contract)

Spongo IO | Qatar

Dec. 2023 - Jan. 2024

- Engineered a user-friendly CRM for [SpongoIO](#), simplifying workflows & improving team productivity.
- **Stakeholder Collaboration:** Worked closely with stakeholders to enhance user experience through data-driven insights.
- **Accessible Designs:** Created user-friendly designs that meet accessibility standards, making it easier for everyone to use.

UI/UX Designer (Contract)

Health Connect 360 | Milestone E-portal | United States of America

Jan. 2023 - Dec. 2023

- **User-Centric Healthcare UX:** Designed and tested intuitive interfaces for [Milestone E-portal](#) and [Health Connect 360](#), improving usability and boosting user engagement.

- **Accessible, Inclusive Solutions:** Collaborated with teams to deliver accessible designs with high-contrast colors, keyboard navigation, and effective calls-to-action.

Lumos Digital | Australia (Contract)

Mar. 2023 - Jun. 2023

- Shaped the UI design for [Lumos Digital's SLNSW](#) Photographic Galleries' platform, promoting cultural heritage.
- Ensured seamless **visual consistency** aligned with project goals.
- Strengthened expertise in UI design through this arts and culture-focused project.

Proven. Company | United Kingdom (Full-time)

Aug. 2022 - Dec. 2022

- **NFT Platform Design:** Refined [D-cyberspace](#)'s NFT marketplace with intuitive and user-friendly interfaces.
- **Game UI Design:** Built engaging game environments and interactive UI components to enhance user experience.
- **Web Applications:** Implemented interactive designs using Angular and Node.js, improving overall navigation and usability.

Nectar Brands | Australia (Full-time)

Jan. 2022 - Aug. 2022

- Reshaped branding [Polln](#) and products to create new **style guides** and improve user engagement.
- Partnered with founders and engineers to troubleshoot UX issues, achieving **80% growth** in under 3 months.
- Drafted and prototyped interaction strategies, including wireframes and interactive prototypes.

WebMastaCeylon | Sri Lanka (Full-time)

Oct. 2021 Dec. 2021

- **Utilized user data** to create iterative **improvements**, increasing satisfaction **by 20%**.
- Executed UX research using high and low-fidelity prototypes.
- Developed graphic elements and navigational components for easy user access.

CodebyUK | United Kingdom (Full-time)

Mar. 2021 - Oct. 2021

- **Created storyboards** and personas to inform design decisions, resulting in improved user experience.
- Collaborated with program development managers to complete designs successfully.
- Worked on game environments and UI designs, enhancing **user engagement**.

UI/UX Designer (Full-time)

Aizling - Apparel & Clothing | Sri Lanka

Oct. 2019 - Oct. 2020

- Designed a **user-friendly e-commerce website**, increasing sales by 65%.
- Developed interactive designs for complex web applications, enhancing user flow.
- Improved overall aesthetics and navigation for the website.

Junior Software Engineer (Full-time)

Cloud Solution International | Sri Lanka

Nov. 2018 - Jun. 2019

- Focused on user experience design, **troubleshooting** approximately 50 issues weekly.
- Collaborated on software upgrades and developed project components using Angular and Node.js.
- Provided technical support for the localization toolset in partnership with project managers.

EDUCATION

University of Bedfordshire | BSc(Hons.) in Computer Science & Software Engineering

SLIIT | HND in Information Technology

SLIIT | diploma in JAVA

CERTIFICATION

Google | Google UX Design Professional Certificate

IxDF | Design Thinking: The Ultimate Guide