

# AHMED MOHAMED SALEH

## UX/UI DESIGNER

Taher Bek Street, Bahary, Alexandria, Egypt

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### Summary

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UX/UI Designer with 4 years of experience in creating intuitive and visually appealing digital experiences for web and mobile platforms. Proficient in Figma, Adobe XD and Framer, with a strong background in user-centered design and usability testing. Passionate about solving complex design challenges and delivering impactful, user-friendly interfaces.

### Education

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**Faculty Of Arts - Alexandria University**

May 2015 – May 2020

*BA. in Geography and Geographical Information Systems*

### Experience

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**A & M Programming**

May 2024 – Present

*UX/UI Designer, Full Time*

*Alexandria, Egypt*

- Conducted user research, usability testing, and client interviews to inform the design process and iterate on designs effectively.
- Developed wireframes and high-fidelity prototypes for various web and mobile applications, ensuring user-friendly interfaces and seamless user experiences.
- Collaborated with developers to ensure accurate implementation of design elements, contributing to successful project launches.

**Alexandria National Refine & Petrochemical Company**

May 2020 – Jul 2024

*UX/UI Designer, Full Time*

*Alexandria, Egypt*

- Led the UX/UI design for internal and external web applications, focusing on improving user engagement and task efficiency.
- Analyzed user feedback and behavior to address usability issues and optimize designs for better performance.
- Worked closely with cross-functional teams to deliver projects on time, maintaining a high standard of visual and functional quality.

### Projects

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**Ataa: School Donation Application**

Jan 2024 – Feb 2024

- Led UX research and created wireframes for intuitive, one-handed navigation.
- Designed for iOS and Android, ensuring brand consistency and usability.
- Delivered final design in Figma with detailed developer documentation.

**My Expenses: Finance Tracker Application**

Jun 2023 – Jul 2023

- Developed app for tracking financial transactions with one-handed usability.
- Designed for iOS and Android with custom icons and cohesive color scheme.
- Provided design documentation and SVG assets for developers.

**IMSK: IoT Monitoring System for Knitting Machines**

Sep 2023 – Mar 2024

- Created an IoT app for monitoring knitting machines, addressing machine state and connectivity issues.
- Designed responsive interface for iOS and Android with interactive features.
- Delivered comprehensive documentation for front-end development.

### Skills

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**Design:** User Experience (UX), Interaction Design, UX Research, User-centered Design, User Interface Design, User Experience Testing, Usability Testing, Prototyping, Design Thinking, Mobile Application Design, Web Design, Illustration

**Software:** Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, VS Code

**Technical Skills:** C#, C++, SQL, JavaScript, HTML/CSS

### Licenses & certifications

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- Foundations of User Experience (UX) Design From Google | Coursera

Mar 2023

- Start the UX Design Process: Empathize, Define, and Ideate From Google | Coursera

Aug 2024