

Ahmed Moftah

Senior Product Designer | UI/UX

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I am a senior UI/Visual designer and a good team player. I have over 10 years of professional experience and I have taken senior roles at early stages of my career. I have designed, oversaw and delivered more than 120 projects. My clients range from small local businesses up to well-known brands like Aljazeera Network, Vodafone and yahoo. I'm looking for a place where I can really make a difference, an impact..and most importantly, friends.

Interpersonal Skills

- **Leader:** Leading UI team through projects from concept to delivery.
- **Experienced** (8+ years): Deep understanding of mobile platforms (iOS, Android), SPAs, digital tools, trends, and foundations.
- **Collaborative:** Ability to communicate ideas through artwork to engineers, strategists, product managers, and executives.
- **Detail-oriented:** Ensuring designs are conforming to standards and corporate identities.
- **Flexible:** Ability to work on multiple projects in parallel while holding up my design standards and art quality.
- **Self Organized & Innovative**

Current Role & Responsibilities

Product designer lead @Al-Madina

- Translate business strategy into product strategy
- Gain a deep understanding of improving our customer experience, identify and fill product gaps and generate new ideas.
- Execute product strategy
- Drive action through the organisation to get products to market
- Plan and carry out product launches
- Manage product profitability and commercial success
- Provide product marketing with insights on key differentiators and messages
- Manage all aspects of in-life products, including customer feedback, requirements and issues
- Evaluating ideas and prioritising features
- Analysing and reporting on progress
- Writing technical specs and requirements
- Conduct market research
- Scope and prioritise activities based on business and customer impact

Mediums

Web Apps - Mobile Apps - Web Portals - Presentations - Landing Pages - App Branding - Marketing Automation

Design Skills

Grid Systems - Color Theory - Typography - Iconography - Photography - Eye for Details

Design Tools

Sketch - Photoshop - Illustrator - Indesign - Adobe XD - Affinity Designer - Lightroom - Axure - Flinto - Invision - Keynote - Pages

Languages

English (fluent) - Italian (Basic) - Arabic (mother tongue)

Professional Experience

• Senior Product designer

League of Arab States - Oct 2019 - Feb 2021 (1 year 5 months)

- Research, develop, Innovate, and launch new digital products.
- Develop and enhance the design, usability, quality, and delivery of different products.
- Lead and manage the workflow between the different team members using latest methodologies (Agile: Scrum & Kanban)
- Work with the design, development, and marketing teams to ensure that business quality and functional goals are met with each product release
- Break down the features, themes, and logic into components small enough to be achieved in a single sprint.
- Create and maintain the product backlog through prioritizing and sequencing its elements according to business need, value, or ROI.
- Ensure that all stakeholders are aligned at each stage of the development life-cycle.
- Ensure that the implemented product features add value.

• Senior UI/UX Designer, Front-end Developer

Al Jazeera Media Network - Mar 2015 - Oct 2019 (4 years 8 months)

- Understand product specifications and user psychology.
- Conduct concept and usability testing and gather feedback.
- Create personas through user research and data.
- Define the right interaction model and evaluate its success. 80%
- Develop wireframes and prototypes around customer needs
- Find creative ways to solve UX problems (e.g. usability, findability).
- Implement UI design using HTML, CSS and JavaScript.
- Communicate design ideas and prototypes to developers
- Keep abreast of competitor products and industry trends

• Senior UI/UX Designer, Front-end Developer

Arab Administrative Development Organization - Jun 2012 - Mar 2015 (2 years 10 months)

- Produce awesome UI designs, assets and user experience improvements to a consistently high quality.
- Collaborate across design, production, QA and other avenues to ensure the user experience matches our vision and consumer feedback.
- Present product design ideas/solutions to cross-functional teams. Identify user problems and find reasonable solutions
- Be a part of brainstorming, problem solving and ideas sessions.
- Considering the user journey at all times, be a part of taking projects from ideation to finish.

Stats

Client served

Total Number: 68

Countries: 6 (USA, UK, Poland, UAE, Egypt)

Teams led

Max members: 7

Structure: both on prem & remote

• Senior UI/UX Engineer

Vodafone - Feb 2011 - Jun 2012 (1 year 5 months)

- Turn ideas and concepts from wireframes and mockups into high-fidelity development-ready designs.
- Identifying, developing and using best practice and standards to design services.
- Produce awesome UI designs, assets and user experience improvements to a consistently high quality
- Present product design ideas/solutions to cross-functional teams. Identify user problems and find reasonable solutions
- Considering the user journey at all times, be a part of taking projects from ideation to finish.

• Web Designer

Yahoo - Jan 2010 - Feb 2011 (1 year 2 months)

- Design UX flows and UI interfaces that are simple, effective and delightful.
- Iterate and improve on existing features based on user research, data, and business goals.
- Collaborate in a cross-functional team of engineers and product managers to solve complex problems - Introduce thoughtful design patterns and help build a robust
- Offer constructive feedback at daily design reviews.

Featured Projects



Aljazeera: Aljazeera English (Website & Mobile App)

Description:

Providing the latest news from around the world. Watch live broadcasts of Al Jazeera's many channels and catch up on your favorite programmes. You could. Browse the content of Al Jazeera's various channels in its many languages in one modern application.

Role in project:

- Design Website, IOS & Android app screens following Aljazeera's style guide.
- Creating a look & feel using corporate branding guidelines
- Worked closely with UI and Dev. team.
- Presented designs and concepts to client for review.

Figma UX:

<https://www.figma.com/file/RR7G4ywbYS99wixZZetmT0/Aljazeera-Website?t=XuZouNymGdNaeAxM-1>

Al-Madina: Jawlatt (Website & Mobile App)

Description:

Stay up-to-date with the latest news by customizing and personalizing your news feed from over 2,000 various Arabic news sources, including sources from newspapers, sports clubs, TV channels, news agencies, technology, health sports, women, and digital newspapers and blogs.

Role in project:

- Designed IOS & Android app screens following Pfizer's style guide.
- Creating a look & feel using corporate branding guidelines
- Worked closely with UX team.
- Presented designs and concepts to client for review.

Figma UX:

<https://www.figma.com/file/r4046TzkAmPaigbnZWUu7I/Jawlatt-App?t=tnkJQIGATS1uLIrB-1>





Aljazeera: Imtyazat (Mobile App)

Description:

Imtyazat mobile application provides better ways to reach discounts and offers all over qatar. the UI is highly user-friendly and users find it really easy to order and pay.

Role in project:

- Designed IOS & Android app screens following Aljazeera's style guide.
- Creating a look & feel using corporate branding guidelines
- Worked closely with Mobile App team.
- Presented designs and concepts to client for review.

Wireframe:

<https://projects.invisionapp.com/share/4J2Y1Z8RS#/screens/77525456>

Figma UX:

<https://www.figma.com/file/bySLayAjBK5T4dEknu2XMM/imtyazat-app?t=XuZouNymGdNaeAxM-1>



Vodafone: internet Provider (Website)

Description:

Vodafone Egypt, the fastest internet data, provides a variety of Internet bundles, Phone Services, Mobile Phones, and enterprise solutions

Role in project:

- Translated the wireframes into detailed and finalized High-end designs following Vodafone brand guidelines and Cognitive Services guideline.
- Creating a look & feel using corporate branding guidelines.

Website:

<https://web.vodafone.com.eg>



EL-Cherouk: News website (Website)

Description:

Al-Shorouk Foundation for Media and Publishing has launched one of the first news websites in Algeria and the Arab world, in order to provide immediate and continuous coverage of events around the clock in Arabic, English and French.

Role in project:

- Translated the wireframes into detailed and finalized High-end designs.
- Managed UI design activities from concept to delivery.
- Worked closely with UX team to deliver design concept.
- Designed mobile app screens and components.
- Created concept and the guidelines for the web experience.
- Monitored and managed other designers designing rest of web experience and making sure the designs are aligned with UX requests.

Figma UX:

<https://www.figma.com/file/WrrOeuH0ePXLuMVKKWUGor/Elshorouk- NewsPaper?t=t4Ui9KjYSFqBEtWB-1>

Website:

<https://www.echoroukonline.com>

Featured Projects

Websites

* Elsherouk-News - News

<https://www.figma.com/file/WrrOeuH0ePXLuMVKKWUGor/Elsherouk-NewsPaper?t=t4Ui9KjYsFqBEtWB-1>

Live Website: <https://www.echoroukonline.com>

* Perfumes Website - E-commerce

<https://www.figma.com/file/RXkij4LFN6INkwEUex9DLg/Fedricogenira?t=t4Ui9KjYsFqBEtWB-1>

Live Website: <https://fedricogenira.ahmadmoftah.com>

* Immigration Zone - Canada Immigration Platform

<https://www.figma.com/file/yw7QDN1uCWbe6ihjQYItzD/ImmigrationZone?t=t4Ui9KjYsFqBEtWB-6>

t=t4Ui9KjYsFqBEtWB-6

Live Website: <https://immigrationzone.ahmadmoftah.com>

* The F Medical - Medical Center

<https://www.figma.com/file/Xijya6QBCaVCSIEog4QgMm/F-Medical?t=LhQIzLGVxL2rMZP1-1>

Live Website: <https://fmedical.ahmadmoftah.com>

* Mirqam - Consultation

<https://www.figma.com/file/Xijya6QBCaVCSIEog4QgMm/F-Medical?t=t4Ui9KjYsFqBEtWB-1>

Live Website: <https://mirqam.ahmadmoftah.com>

* Biscoff - store

<https://www.figma.com/file/lWKS3EWI7OYBAaGPyhUZM/Biscoff?t=TnkJQIGATS1uL1rB-1>

Live Website: <https://www.lotusbiscoff.com>

* Jawlatt - News

<https://www.figma.com/file/kf7uUWeBiyNOOj971WPINE/Jawlatt-News?t=t4Ui9KjYsFqBEtWB-6>

Live Website: <https://jawlatt.com>

* Aljazeera English - News

<https://www.figma.com/file/RR7G4ywbYS99wlxZZetmT0/Aljazeera-Website?t=TnkJQIGATS1uL1rB-1>

t=TnkJQIGATS1uL1rB-1

Live Website: <https://aljazeera.net>

* Lemar - Real Estate

<https://www.figma.com/file/6Nzn8eP7eWCmYWg7JbwWXI/Lemar-Egypt?t=LhQIzLGVxL2rMZP1-1>

t=LhQIzLGVxL2rMZP1-1

Live Website: <https://lemar.ahmadmoftah.com>

* Jawlatt - Shop

<https://www.figma.com/file/wCr00wcULjEzhFNyDM2U7E/Jawlatt-Shop?t=TnkJQIGATS1uL1rB-1>

Live Website: <https://shop.jawlatt.com>

* Arado - Corporate

UI/UX Design: <https://www.figma.com/file/P3TRd2PcJKp4OOwheCSnns/Arado-website?t=TnkJQIGATS1uL1rB-1>

Live Website: <https://arado.org>

* Tina El-nour - TV

<https://www.figma.com/file/BqqCDv0IhFPbcJceqExOal/Tijan-El-Nour?t=TnkJQIGATS1uL1rB-1>

Live Website: <https://TijanElnour.com>

Featured Projects

Mobile Apps

* **Jawlatt Mobile App - News**

<https://www.figma.com/file/r4046TzkAmPaignbZWUu71/Jawlatt-App?t=TnkJQIGATS1uL1rB-1>

* **Pharmacy App - Medical**

<https://www.figma.com/file/IPjtkSI7VKeQBI8PaGKQtF/Pharmacy-App?t=TnkJQIGATS1uL1rB-1>

* **Dakin - Coffee**

<https://www.figma.com/file/ug5m9I0LQaXjVHHcTVMppJ/Dakin?t=TnkJQIGATS1uL1rB-1>

* **Gym - Health**

<https://www.figma.com/file/BQYCQY1rq7XZGUCQB2gKdB/Gym-Mobile-App?t=TnkJQIGATS1uL1rB-1>

* **Wifi Share - Social**

<https://www.figma.com/file/ZvbrSIXo4rquXCI5YcdvHF/wifiapp?t=TnkJQIGATS1uL1rB-1>

* **URate - Food**

<https://www.figma.com/file/C6NVf2v4GxAnYZ2qjJMC6I/urate?t=TnkJQIGATS1uL1rB-1>

* **Relay on me - Employment**

<https://www.figma.com/file/RyFEut7ldf4GcnNJ4h9hTD/Rely-on-me-App?t=TnkJQIGATS1uL1rB-1>

* **Imtyazat App – Food**

Wireframe:

<https://projects.invisionapp.com/share/4J2Y1Z8RS#/screens/77525456>

UI/UX:

<https://aljazeera.invisionapp.com/console/share/WM3GY2EG7#%2Fscreens>

