

OBJECTIVE

Seeking a position as ui/ux/front end developer where extensive experience will be further developed and utilized.

EXPERIENCE

Senior UI /UX Developer

Feb 2019 - Present
DUBAI

Dubai Health Authority: DHA

my responsibilities included:

- Considering existing applications and evaluating their UX (user experience) effectiveness
- Using /creating testing tools, such as automated ui testing, to aid their research
- Running user testing of DHA applications, software and websites
- Defining interaction models, user task flows, and UI (user interface) specifications
- Communicating scenarios (persona), end-to-end experiences, interaction models, and screen designs to other people working on a product
- Developing and maintaining design wireframes (basic mock-ups of applications) and specifications

UI /UX Designer

Nov 2017 - Oct 2018
CAIRO

Deep look Arabia : Digital Media & Marketing

my responsibilities included:

- Create and develop websites & web /mobile applications & video production campaigns
- Conduct concept and usability testing and gather feedback
- Create personas through user research and data
- Define the right interaction model and evaluate its success
- Develop wireframes and prototypes around customer needs
- Find creative ways to solve UX problems (e.g. usability, findability)
- Work with UI designers to implement attractive designs
- Create new landing pages for sub projects & work on the IA .
- Communicate design ideas and prototypes to developers
- Keep abreast of competitor products and industry trends

Lean UX /Front-Back End Developer

Nov 2014 - July 2015
ABUDHABI

Nationwide : Properties Management & Investment

my responsibilities included:

- Design wireframes, user flow, user journeys, and mockups optimized for a wide range of devices and interfaces.
- Design and test E-mail marketing campaigns to be sent to our subscribers and clients list.
- Produce XHTML and CSS that contributed to user-center design (UCD) efforts for dozens of web pages.
- Perform usability, performance, heat mapping and A/B split tests to reach the maximum improvements.
- Tracking users behavior on the website to determine the main functionality and development ideas.
- Analyze the website visitors and categorize them into segments according to demography, location and source.
- Prototyping web/mobile applications.
- Create new landing pages for sub projects.
- Improve the IA of the website by assisting with card sorting and search log analysis.
- Improve the core website functionality by fixing broken links and scripting errors.

UI /UX /Front-Back End Developer

Jan 2012 - Oct 2014
CAIRO

Zmaxmedia : Visual Communication and Digital Media

my responsibilities included:

- Improve websites alignment with customers needs through user researches that includes in-depth interviews.
- Persona creation to optimize user journeys.
- Assisting of creation E-mail marketing campaigns and social media strategies.
- Develop site maps and construct wireframes enabling effortless navigation.
- Incorporate Information Architecture methods that include card sorting, tree testing.
- Performance tests for our clients websites.
- Identify design problems and devise elegant solutions.
- Design and develop mobile android applications.
- Technical support on-site for our clients.

Senior Graphic /Web Designer

June 2010 - Dec 2011
CAIRO

Egyptian Junior Business Association : Information Technology

my responsibilities included:

- Designing websites of the association and any relative events and activities.
- Designing all prints and materials , brochures , backdrops, banners , e-invitations.
- Creating designs for online newsletter, announcements and E-mails.
- Presentations and other digital media.
- Administrating and monitoring websites.

EDUCATION

BSc in Computer Science

Modern Academy for Computer Science & Management Technology
Cairo, Egypt

- Obtained Bachelor's degree in computer science , CS department.
- +A grade of the graduation project: Advanced Ticketing Integrated System (windows – web)

RELATED TRAINING & COURSES

Training & Internship & Volunteering

AbuDhabi Film Festival 2014

Internship - Information Technology Dep.

2 Weeks - 2014

Icons

Trainee web designer - Web Development Dep.

3 Months - 2005

Petrojet

Trainee - Information Systems Dep.

3 Months - 2003

Certificates

Appreciation Certificate for Completion of Baraem Project - DHA

Oct 2019

Courses

Course 2555: Developing Microsoft .NET Applications for Windows (Visual C# .NET).

Apr 2007

Course 2779: Developing & Implementing Microsoft SQL Server 2005 Database.

Jan 2007

Android Development Course: Android Development: Android Development using Java.

Dec 2013

SKILLS

Computing

Web Technology:

- SEO, Google Analytic, E-Marketing , Social Marketing, E-mail Marketing, Selenium Automation.



User Experience:

- Usability, Invision, A/B Testing, User Research, Prototyping, Wireframing, Sketch ,Adobe XD.



Programming:

- OOP-EDP, ADO.net, PHP, ASP, JSON, Java Android.



.NET Development Languages:

- C#, ASP.NET.



Security:

- Pen-testing, Ethical Hacking.



Databases:

- MS SQL Server 2005, 2008 R1, MYSQL.



Web Design:

- HTML5, JS, CSS3, Wordpress, AngularJS, Dreamweaver, JQuery , AJAX, Less-Sass, Bootstrap.



Graphics/Motion/Media:

- Adobe Photoshop, Illustrator, Aftereffects , Indesign, Flash, Premiere, Blender 3D.



Microsoft:

- Office ,Windows.



Languages

- Arabic Native
- English Advanced
- French Beginner

Familiar with some other languages and accents.

PERSONAL INFORMATION

- Location Dubai, UAE (Willing to Relocate)
- Date of Birth March 9th 1985
- Marital status Single