

UX PROJECTS

Hallmark Website Redesign, Seattle, WA, US - 2023

- Our team of four designers worked on redesign the existing website to improve the overall user experience and add value to the business at the same time.
- Performed qualitative and quantitative research to better understand users needs and pain points.
- Heuristic evaluation performed to narrow down the most important areas that affected the user experience and point out what could be improved.
- Brainstorming long-term solutions for future product development (a new subscription feature)
- Ideated visual concepts and designed high-fidelity prototype for usability test.
- Ensured accessibility through color contrast ratio and readability principles for typography.

The Yummy Boutique Redesign, Seattle, WA, US - 2022

- Solo UX designer on a 2-week design sprint. Redesigned a local e-commerce website's information architecture with an elevated and innovative UX/UI experience to increase user retention.
- Identified points of possible improvements in the existing site through, flow analysis, insights from 6 interviews, card-sort of 11 participants, and in-depth feature competitive and comparative analysis.
- Iterated on design concepts, from rapid sketch through interactive prototype.

EXPERIENCE

UX designer, General Assembly| Remote.

November 2022- February 2023

- Back to back projects sprints were we utilize all the tools we learn in lectures from industry leaders
- Implemented acquired tools and UX knowledge everyday
- Conducted extensive research (interviews, surveys, heuristic evaluation, usability testing, Google analytics, competitor analysis) to analyze and identify the biggest opportunities for improvement.
- Synthesized user research & Redesigned information architecture.
- Design wireframes and high fidelity mockups for prototyping.

Architect, Associate, Rhodes Architecture + light| Seattle, WA.

September 2018- July 2021

- Worked on an in-house Virtual Reality (VR) service to provide high-quality design mock up to clients, which resulted in facilitating design review and feedback.
- Used scalable visualization and documentation software that streamlined the internal design team's overall workflow efficiency.
- Residential, commercial and Mix use architecture designs, permit forms, CD and CA.
- Cross-functional coordination with MEP, lighting, Structural & Civil consultants .

Senior Interior Architect, MT Architects| Cairo, Egypt.

September 2013 -July 2016

- Conducted kick-off meetings with clients to clearly define their user goals.
- Manage multiple projects from beginning to end.
- Reduced change orders, construction errors and timeline changes by aiding in regular design meetings that anticipate clients' needs and pain points.
- Monitor team performance and receive frequent feedback and updates of our current standings to ensure that deliverables fall within the applicable scope and timeline.

Interior & Furniture Design private Business| Cairo, Egypt.

June 2010 - July 2013

- Kick off meetings with Owners to better understand their requirements and needs in detail, set project budget and develop time frames.
- Develop several design concepts, choose the best design that meets their requirements.
- Prepare detailed casework drawings for each furniture piece that includes materials and finishes.
- Communicated and worked with the carpentry Team to ensure deliverables were executed to the highest industry standard.
- Delivery and assembly of all the furniture, making sure each piece meets the client's satisfaction.
- Initiated, administered, and resolved complex real-time, on-site design changes during construction phase that satisfied end user's functional needs and performance goals

SKILLS

Design | User-Centered Design & Storyboard, Design Strategy, User Interface Design, User Flow, Site Map, Persona, Collaborative Design Studio, Wireframe, Prototype, Usability Test.

Research | Business Analysis, Heuristic Evaluation, Competitive & Comparative Analysis, Survey creation, User Interview, Card Sort, Affinity Map

Software & Design Tools | Figma, Photoshop, Illustrator, Optimal Workshop, Revit, AutoCad, Enscape.

Languages | English, Arabic, French.

EDUCATION

General Assembly | UX Design Immersive | Remote

November 2022 - February 2023

Full-time , 480+ hours, 12-week project-based program taught by industry leaders

Google UX certificate | Coursera | Remote

September 2021 - March 2022

Self guided UX design, 240 hours

Faculty Of Engineering | Cairo, Egypt

September 2002 - May 2007

Bachelor of Science - Architectural Design.