

Profile

- As a designated Sr. UI UX designer with strong experience solving users' problems and building great Mobile and web product apps in large companies within the technology and retail industries.
- Possess strong working knowledge of leading and creating high-quality design concepts, user flows and prototypes using tools as sketch, Figma, Invision, Zeplin, and after effects, etc.
- Passionate about usability, beauty, and elegance of UI's. Eager to learn and a great team worker with designers and developers.

Professional Experience

Mujin Inc, - Senior Product Designer

Jan 2020 - Present

- Translated complex robotics workflows (cell setup, integration, production cycles) into intuitive interfaces, which reduced cognitive load for integrators and made system interactions easier to understand and execute
- Redesigned the information architecture of Mujin WebUI, which improved clarity and feature discoverability, helping users navigate complex systems more efficiently
- Identified gaps between WebUI capabilities and real integration workflows, driving product improvements that aligned the system with real-world usage

Achievement: *Improved product quality and delivery by aligning design, engineering, and real-world integration workflows, identifying and closing key gaps and prioritizing solutions based on user needs, leading to smoother integration and more reliable production outcomes*

Mojix Inc - Senior UI UX Designer

May 2015 - December 2019

- Conduct meetings to understand user needs, models, and define their real motivations, goals and pain points.
- Produce the full project deliverables from wireframes, personas, user journeys, scenarios to high fidelity and prototypes optimized for web and mobile apps depending on the level of detail.
- Collaborate with product managers, developers to deliver a great product on the exact deadline.

Achievement: *Successfully, created style guides, design libraries, and symbols to use it across our platform to help to build operational guidelines to reduce and minimize production efforts.*

Creatibox - UI UX Designer

May 2012 - Jun 2015

- Worked with different tech companies creating websites worldwide.
- Executed well-informed responsive designs apps.
- Learning the latest design tools to improve efficiency and my design process.

Achievement: *Created an omniplan template to facilitate the schedule planification and share it with the client which saved a lot of time and effort.*

Education

Course in Psychology

Oct 2010 - Jun 2011, Egypt

Studied in-depth the human mind, emotions, actions and reactions of people and how it affects to the individual growth.

Courses in Design

Feb 2008 - Jun 2010, Egypt

Learned theories about colors, fonts, web, and mobile usability, user interfaces, and user experiences and more & contributed to several projects.

Bachelor Fine Arts, in Tourism

Sep 2004 - Jun 2007, Egypt

Learned to speak widely making interesting stories explaining about the culture, the geography and the history in different languages.

Skills

Core Expertise

Product Design • User flows
Wireframes & mockups • Design system
User testing • Personas • Scenarios
Competitive analysis • Animation
Information architecture • Video editing
Prototyping

Product & Strategy

Problem Framing • User Research & Insights
Workflow Design • Prioritization • Product Thinking

AI & Emerging Technologies

AI-assisted Design Workflows • Automation & Efficiency Optimization

Execution & Collaboration

- Design Engineering Collaboration
- Cross-functional Leadership
- Iterative Development
- Production Validation
- End-to-End Product Delivery

Activities

Fluent in: English • French • Arabic
Spanish

Interests: Don Norman • IXD • Traveling • Psychology • Chess