

# MOHAMED AMASHA

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<https://www.mwasef.com/>

**Digital Product Designer Lead** with 8 years of experience creating user experiences for websites and mobile applications. A history of producing designs that are not just aesthetically pleasing but also simple to use and navigate. Devoted to finding solutions to issues and improving user experience.

## PROFESSIONAL EXPERIENCE

World of System and Software, Al Riyadh-Saudi Arabia

Aug 2017 - Present

Product Designer Lead

- Lead the UI/UX Department.
- Helped the company make better decisions when building and improving app functionality on all platforms by conducting user interviews.
- Enabled the team to move faster with usability by exploring, pitching and implementing new prototyping tools.
- Conducted UX research by interactively testing designs using high and low fidelity prototypes.
- manage the UI/UX implementation of the ongoing projects.
- Maintain ownership of the product vision and roadmap.
- Improve the product development process.
- Demonstrate high-quality design practices.
- Build a UX/UI style guide maintaining UX/UI design standards.
- Participate and help run cross-functional design thinking workshops.
- Update, maintain, and develop interface specifications for the needs of the development team.

We Build Websites LLC, Mansoura-Egypt

Mar 2017 - Jul 2017

UI/UX Designer & Developer

- Design user-centered interfaces by understanding business requirements and incorporating user feedback.
- Create wireframes, storyboards, user flows, and interactive prototypes to effectively communicate design ideas and interactions.
- Develop UI components and style guides for company-wide use.
- Facilitated design implementation via CSS and HTML coding.
- Designed and built the websites using HTML, CSS, jQuery, Bootstrap etc
- Oversee all design stages, from concept to final hand-off to engineering
- Create WordPress themes.
- Conducted website performance tests.
- Identify design problems and devise elegant solutions

Mnbaa, Mansoura-Egypt

Mar 2015 - Feb 2017

Senior UI Designer & Developer

- follow up with the clients to reach his satisfactions.
- Building stable and maintainable codebases using the latest frameworks.
- Working directly with client stakeholders to develop technical solutions for business cases.
- Designing and implementing HTML email templates
- Creating modular, responsive templates using modern CSS techniques and JavaScript Libraries.
- Collaborated with product managers, engineers, and other designers to create a seamless experience for our users across web and mobile platforms.
- Designed interfaces that are simple, intuitive, and beautiful while meeting business objectives.
- Conducted user research to understand the needs of customers/users and applied findings into designs in order to meet customer requirements.
- Communicated design decisions clearly and effectively within the team as well as externally with stakeholders when needed.
- Managed multiple projects simultaneously while ensuring quality throughout the process by conducting appropriate testing at each stage of development.

Operation Section Air defense forces command, Mansoura-Egypt

Mar 2014 - Mar 2015

Graphic Designer & Branding

- Designed banners, ads, and brochures, using a pack of Adobe programs such as Photoshop, Illustrator, InDesign, and Aftereffect.
- Created documents and PowerPoint presentations.

Mnbaa, Mansoura-Egypt

May 2013 - Mar 2014

UI Designer & Developer

- Create wireframes and prototypes for web-based applications, including responsive designs to accommodate multiple platforms
- implementing design to HTML templates using modern CSS techniques and JavaScript Libraries.
- Collaborated with developers on UI design requirements.
- Conducted usability testing of new features before releasing them to the public (internal users only)
- Developed visual style guides based on brand guidelines for consistency across products and projects.
- implementing design to HTML templates using modern CSS techniques and JavaScript Libraries.

FLASHPOINT-ELECTRO & DIGITAL MEDIA COMPANY, Hawalli-Kuwait

Jan 2011 - Dec 2011

UIDesigner & Developer & Video Designer

- Worked with the layout and design of promotional videos the business provides as a service.
- Designed assets using Adobe Creative Suite (Photoshop/Illustrator) while maintaining the aesthetic vision of FP Company.
- Working as UI Designer/Developer that creates landing pages for digital Marketing.
- Developed landing pages, dashboards and online applications using HTML, CSS, Bootstrap and JavaScript for integration and cross-browser compatibility based on commonly accepted standards to establish site layout and user interface.

## **EDUCATION**

Delta Higher Institute for Computer, Mansoura-Egypt  
Bachelor of Management Information Systems

- Grade: Excellent.

2013

## **TRAINING**

UX Foundations of User Experience (UX) Design - (Google UX Design)	2022
Start the UX Design Process: Empathize, Define, and Ideate (Google UX Design)	2022
Build Wireframes and Low-Fidelity Prototypes (Google UX Design)	2022
Participated in the Guinness World Record event in hackathon, Jedda, KSA	2018
Six Sigma Green Belt from Saudi Society for Quality, Qassim, KSA	2017
Offered more than thirty youtube videos & playlists for professional development.	2011

## **SKILLS & OTHER**

### **Industry Knowledge:**

User Experience, User Interface Design, Branding, Wireframes, Prototyping,  
User Testing, User Research, Visual Design  
Project management: Scrum and agile methodologies

### **Technical Skills:**

Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Sketch, Adobe XD, HTML & HTML5, CSS&CSS3,  
JavaScript, SASS & LESS, JQuery, Angular JS, Bootstrap, WordPress, MySQL, phpMyAdmin, Github & Git

### **Soft Skills:**

Leadership, Communication, Creativity, Collaboration, Time Management, Organization, Problem Solving



<https://www.mwasef.com/>



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