

UX DESIGNER

Hello, I'm Maha Safwat

Adaptable, collaborative, and results oriented UX Designer, skilled in coordinating multifaceted projects for diverse industries and international markets. Skilled communicator and motivational leader able to effectively guide creative teams in realizing client goals while maintaining compliance with timeline and budgetary requirements. Skilled in developing appealing interactive elements consistent with client’s brand identity to drive a distinct and attractive brand identity.

Experience

2022 - CURRENT

UX DESIGNER
Haufe Talent - Haufe Group, Barcelona, Spain

Collaborate to build a core team helping to unify multiple platforms into one suite, and build strategy and Design system for the suite .

Led the process and the strategy for updating one of the company’s main platforms “Application tracking system”.

2022 - CURRENT

LEAD UX DESIGNER
Preventia technologies, Egypt/Canada

Collaborating to build and manage a team of UX designers to support different AI enhanced platforms at Preventia technologies varied between desktop and mobile apps.

Helping to create a seamless journey in the health care sector, for doctors, nurses and pharmacists.

2018 - 2022

UX DESIGNER
14Agency - DDB, Barcelona, Spain

Collaborate with a diversely functional team to develop website elements for international automaker SEAT featuring advanced interactive elements in a globally accessible digital environment. Consult with staff teams to address emergent issues and create an effective experience to fit client specifications. Simultaneously develop multiple projects and elements using adept multitasking skills to develop web content while integrating RTL adoption.

Created interactive car configurator to aid customers in visualizing their purchase, providing vital information and driving car sales.

Developed effective digital solutions for SEAT’s CUPRA product line.

Adopted different digital platform to right-to-left langauges including Arabic, Persian... etc, to serve global markets.

Currently leading User Private Area project, to ensure a customized experience for SEAT and CUPRA users, and deliver better product experience in collaboration with different Apps teams

2016 - 2018

LEAD UX DESIGNER
Crowd Aanalyzer, Cairo, Egypt

Directed user experience strategy for multiple social media monitoring and analytics products to develop effective frameworks for statistical data tracking while maintaining a distinct brand identity across product features and visuals. Collaborated with design personnel to develop UX strategy for vital components including information architecture, prototypes, and wireframes; designed UI elements for digital reporting, newsletters, and system interface.

- Designed and launched “Command Center” platform enabling real-time monitoring of social media account activities and updates; product utilized by Dubai-based client to coordinate large-scale events.

CONTACT

me@mahasafwat.com
+34 68 564 5235
www.mahasafwat.com
uxfol.io/mahasafwat
Barcelona, Es

EDUCATION

2019
Msc. in Interaction Design
Harbour Space University

2013
PG. Diploma in Marketing Communications.
American University in Cairo (AUC)

2008
Graphics & Multimedia Professional Training.
Ministry of Communications and Information Technology

2006
BA in Chinese Art & Culture.
Ain Shams University

SKILLS

Product Strategy
Interaction Design
Information Architecture
User Flows
Wireframes
Prototypes

TOOLS

Adobe Creative Suit
Sketch
Figma
Protopie
Principle
Invision
Sublime

LANGUAGES

Arabic
Native proficiency

English
Fluent

Spanish
Working proficiency

Chinese
Basic proficiency

VOLUNTEER

Behance portfolio Review Organizer

UN Volunteer
UI Designer

Rotary International
Public Relation co-ordinator

Experience cont'd

2014-2016	LEAD DIGITAL DESIGNER
	<p>Savoy Group, Sharm El-Sheikh, Egypt</p> <p>Applied hands-on leadership skills to direct design team in developing and updating UI/UX elements for various organization-owned websites. Provided creative direction in designing user experience elements and documenting progress. Applied expert communication skills in consulting with clients to pitch new website components and software, contributing to continuous organizational growth.</p> <p>Simultaneously liaised with design staff, clients, and management to ensure project requirements were fulfilled according to client specifications and development strategy.</p>
2011-2014	SR. UX DESIGNER
	<p>Bright Creations, Cairo, Egypt</p> <p>Coordinated design personnel in accomplishing multiple UX/UI projects to create and enhance client websites and drive new traffic. Applied expert problem-solving and creative skills to develop and implement responsive interactive elements and contribute to a positive user experience. Consulted with clients representing worldwide enterprises to create and deliver effective designs on time, on budget, and with maximum client satisfaction.</p> <p>Collaborated with large international corporate clients including Google, Porsche, MBC, and World Bank to accomplish multifaceted website UI/UX design projects.</p> <p>Directed staff in accomplishing large-scale projects such as cairo360.com and googledays.com, contributing to a cumulative 10K+ increase in website visits.</p>
2010-2011	SR. UX DESIGNER
	<p>Santeon Group, Cairo, Egypt</p> <p>Led the execution and launch of multiple projects to provide adaptable client focused UX/Ui solutions in launching new products. Effectively communicated with diversely functional staff in an agile environment to identify project requirements and implement customized strategies to comprehensively accomplish client goals. Provided necessary flexibility in addressing unique project requirements by implementing original solutions. Utilized product roadmap to develop designs with distinct brand identity.</p>
2009-2010	UX DESIGNER
	<p>Damlag (elcinema.com), Cairo, Egypt</p> <p>Collaborated with an elite design team to conduct revisions and enhancements for elcinema.com and drive increased website traffic. Applied product roadmap to develop new features consistent with brand identity and organizational goals. Developed mobile app to allow user access on multiple platforms, seamlessly integrating features to maintain a distinct identity between applications.</p> <p>Utilized adept multitasking ability to coordinate with simultaneous projects, supporting corporate partners with effective online marketing initiatives.</p>
2008-2009	UI DESIGNER
	<p>EGYWEB, Cairo, Egypt</p> <p>Interfaced with multifunctional project teams to develop features for client websites and online tools. Led update process for web-based retail platforms, overseeing comprehensive design responsibilities to deliver a highly effective and brand-consistent product. Simultaneously developed content for brokerage and finance clients as member of an interactive team, effectively accomplishing all project objective on time and on budget.</p> <p>Independently oversaw updates to mantracegypt.com, an online platform for an authorized Caterpillar dealer in Egypt and 13 other countries.</p>