

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

2018-CURRENT

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 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 insure a customized experience for SEAT and CUPRA users, and deliver better product experience in collaporation iwth different Apps teams

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.

LEAD DIGITAL DESIGNER

Savoy Group, Sharm El-Sheikh, Egypt

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.

Simultaneously liaised with design staff, clients, and management to ensure project requirements were fulfilled according to client specifications and development strategy.

2016-2018

2014-2016

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

2011-2014

SR. UX DESIGNER

Bright Creations, Cairo, Egypt

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.

Collaborated with large international corporate clients including Google, Porsche, MBC, and World Bank to accomplish multifaceted website UI/UX design projects.

Directed staff in accomplishing large-scale projects such as [cairo360.com](#) and [googledays.com](#), contributing to a cumulative 10K+ increase in website visits.

SR. UX DESIGNER

Santeon Group, Cairo, Egypt

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.

2010-2011

UX DESIGNER

Damlag ([elcinema.com](#)), Cairo, Egypt

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.

Utilized adept multitasking ability to coordinate with simultaneous projects, supporting corporate partners with effective online marketing initiatives.

2009-2010

UI DESIGNER

EGYWEB, Cairo, Egypt

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.

Independently oversaw updates to [mantracegypt.com](#), an online platform for an authorized Caterpillar dealer in Egypt and 13 other countries.

2008-2009