



Maha Safwat

UX / UI Designer

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CONNECT

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SKILLS

User Interface User Experience

Web Design Wireframes

Mobile Applications Typography

Sketch Brand & Identity Agile

Adobe Creative Suite Infographics

Marketing Graphic Design

VOLUNTEER

NOVEMBER 2012 - PRESENT

Growing local communities

Rotary International

Worked on different projects to support local communities in need, including raise funds to small projects owned by people with special needs, as well as carry out service projects that enhance economic and community development and create opportunities for decent and productive work for young and old.

AUGUST 2015 - PRESENT

Online Volunteering

UN Volunteering

Worked on different projects to support multiple UN foundations and associations in the field of digital marketing, website designing and updating, branding and social media support.

NOVEMBER 2013 - PRESENT

Behance Reviews - Cairo

Behance Reviews

Organizing Behance Reviews event in Cairo 2 times per year for 5 years now, trying to bring the design community together every year to collaborate and network together, to open new opportunities and experiences to all the designers.

OBJECTIVE

Experienced, enthusiasm and passionate UX and interface designer, looking to leverage extensive background in big data projects and complicated structures into a UX role within a passionate team to create great products.

BACKGROUND

EXPERIENCE

June 2016 - January 2018

Crowd Analyzer - Cairo, EG

UX Designer | UI Designer

Lead the user experience strategy for multiple products, including information architecture, wireframes, prototypes and UI of different pieces of the products including the system itself, digital reports, newsletters ...etc. managing at the same time the brand identity of the different products

Successfully designed 'The Command Center' platform - realtime social media monitoring tool, showing a minute by minute updates of statistics and data of social media accounts activities, this platform was used by big events in Dubai.

SEPTEMBER 2014 - MARCH 2016

Savoy Group - Sharm ElSheikh/Cairo, EG

Lead UX Designer

Lead the digital design team, developed and updated the branding strategy for all the digital aspects for different properties owned by the group, as well as designing the user experience documentation for the new website. managed the communication and the pitching of different software companies for the website developing.

JUNE 2011 - SEPTEMBER 2014

Bright Creations - Cairo, EG

Senior UX/UI Designer

Lead the user experience strategy for multiple projects, including information architecture, wireframes, and UI. Efficiently drive more than 10,000 website visits to clients newly or redesigned website after implementation of responsive designs

Had the chance to work with big companies (Google, MBC, Porsche, world bank.. etc. to name a few), and designed different large scale projects (cairo360.com, googledays.com.. etc.)

JULY 2010 - JUNE 2011

Santeon Group - Cairo, EG

UX/UI Designer

Collaboratively launched different projects taking the charge of user experience strategy for these projects, and working in an agile environment, where we implemented different methods based on projects and clients.

Efficiently supported different products as well, developed more sense of ownership by developing tasks and designs based on the product roadmap.

NOVEMBER 2009 - JULY 2010

Damlag (elcinema.com) - Cairo, EG

UX Designer

Worked with a team to maintain, enhance and develop new features and design tasks for elcinema.com, those was based on the product vision and roadmap, at the same time managed to drive more traffic to the website with over than 100%.

Designed and launched the mobile app from the product as well, in addition to some supporting marketing platforms that was serving some of our partners.

APRIL 2008 - NOVEMBER 2009

Egyweb - Cairo, EG

UI Designer

Worked with different teams on several projects basically in the field of Brokrage/finance. At the same time taking the ownership of updating mantracegypt.com, which is the authorized dealer for Caterpillar Products in Egypt and other 13 countries.

EDUCATION

2018 - 2019

Harbour Space University, Barcelona

(MSc) Interaction Design

2011 - 2013

American University in Cairo (AUC), Cairo

(PG-Diploma) Marketing Communication

2018 - 2019

Ain Shams University, Cairo

(B.A.) Chinese language & culture