



# Ahmed Magdi

## Product Designer

I deeply care about **every aspect of the product's life cycle**, from the product strategy, business goals, branding, content strategy and user research to a final polished working solution that is usable and emotionally engaging.

I worked on **various projects** ( branding to illustration, research to product launch) since I started my career back in 2009. With my added UX Writing skills, I can see the **whole picture of the digital product** and give the assistance needed at any stage.

## Experience

### Product Designer

Wasla Labs / Oman

December 2017 - Present (3 years 3 months)

- UX Team of one: Product and User Research, UI, Content Design
- Hands-on & Own products from market-fit to final launching
- Managing remote team of Front-End and Back-End developers
- Governmental and Marketing sites, Mobile Apps and Web Apps

### Freelancer UI/UX Designer

Colorslab / Egypt

February 2017 - Present (4 years 1 month)

- Various projects for startups, eCommerce and Web / mobile apps
- Helping clients to prioritize and focus on solving right problems

### UI/UX Designer, Co-Founder

Neoxero / Egypt

July 2014 - February 2017 (2 years 8 months)

- UX/UI for the company's products as well as big clients in MENA
- Mainly focus on UX for eCommerce, especially for Magento
- Content Strategy for company's products and websites
- Editor in chief - HODHOD Newsletter with over 15,000 subscribers

## Skills

- Product Research
- Qualitative User Research
- Analytics for UX
- Affinity Diagraming
- Information Architecture
- Card Sorting
- User Flows
- UI Design
- Illustrations
- Drawing
- App Icon Design
- Branding (Visual Development)
- Visual Thinking
- Lo-Fi & Hi-Fi Sketching
- Lo-Fi & Hi-Fi Prototyping
- Writing & Tone/Voice
- Content Strategy
- HTML & CSS - Novice
- Facilitating Workshops - Novice

## UI Designer, Editor in Chief & UI Designer

### Colorslab / Egypt

April 2012 - September 2014 (2 years 6 months)

- Founder of Colors Lab as a web design studio (2008 to 2012)
- Editor in chief for the community-based content platform
- April 2012: Colors Lab is the Best Arab blog in 2012 - Arabisk Award
- Main author for UI/UX articles
- UI Designer for various projects

## UI Designer, Founder

### Colorsstore / Egypt

January 2014 - August 2014 (8 months)

- Founded a store for Wordpress themes
- UI & UX services for small to medium companies and startups.
- UI/UX for site itself as eCommerce & Project management app
- Front-End development (HTML/CSS) for WordPress themes

## Graphic & Web Designer

### Khoot Systems / Egypt

May 2009 - February 2010 (10 months)

- Web Design for forums and Marketing sites
- Print and Branding projects

## App Skills

- UI Design  
Sketch, Figma, Adobe XD
- Visual Design / Illustrations  
Adobe Photoshop, Adobe Illustrator, Spline
- Data & Analysis  
Airtable, Google Sheets, Google Analytics, Hotjar
- Collaboration  
Miro, Mural, Notion
- Prototyping & Wireframe  
Adobe XD, UXpin, Protopie, Balsamiq, draw.io, Axure RP, Flow, Justmind

## Certifications

- Hello Design Thinking  
IDEO
- Behavioral Design Workshop  
Susan Weinschenk
- Which features to build? Learn how to involve users and customers  
Dr. Panagiotis Zaharias / UXProdigy
- Designing for Emotion  
Masterclass  
Aarron Walter
- Visual Communication using  
Adobe Photoshop® CS4  
Adobe

## Publications

- Colorslab / Blog  
2012 - Present

## Contact

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