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 and 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
Wafeq / United Arab Emirates

Sep 2022 - Present

Product Designer
Rihal / Oman

December 2021 - August 2022 (9 months)

Product Designer
Wasla Labs / Oman

December 2017 - December 2021 (4 years)

- UX Team of one: Product and User Research, UI & Content Design
- Hands-on & Own products from market-fit validation to launch
- Governmental and Marketing sites, Mobile Apps and Web Apps

Interaction Designer
Colorslab / Egypt

February 2017 - Present (4 years 1 month)

- Various projects for startups, eCommerce and Web / Mobile apps
- Start-ups & Governmental Mobile Apps

Portfolio

- UX & Product Design
  www.ahmedmagdi.com

- Visual, Look & Feel
  www.behance.com/ahmedmagdi

Skills

- Product Research
- Qualitative User Research
- Informal Action Analysis
- 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
- Content Writing & Tone/Voice
- Content Strategy
- HTML & CSS
- Facilitating Workshops

Contact

— contact@ahmedmagdi.com
  eMail

— +96892355456
  Mobile / What's App

UX Designer, Co-Founder
Neoxero / Egypt

July 2014 - February 2017 (2 years 8 months)

● UX/UI for the eCommerce products as well as big clients in MENA
● Mainly focus on UX for eCommerce, UX for custom Apps
● Content Strategy & Content Design
● Editor in chief - HODHOD Newsletter with over 30,000 subscribers

User Interface Designer
Colorsstore / Egypt

January 2014 - August 2014 (8 months)

● Wordpress Themes as Products
● UI & UX services for SMEs and startups.
● Front-End development (HTML/CSS) for WordPress themes

User Interface Designer & Editor in Chief
Colorslab / Egypt

Jan 2012 - July 2014 (2 years 6 months)

● UI Designer for various websites
● Editor in chief for Colorslab community-based content platform

Graphic & Web Designer
Khtoot 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

— Interaction Design: 10X Faster,
10X Better
Rosenfeldmedia

— Learning to Write for the Web
NASBE

— Hello Design Thinking
IDEO

— Intro to user Research
User Research Academy

— 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