



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 validation to launch
- 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
- Informal Action Analysis
- Analytics for UX
- Affinity Diagramming
- 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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