

## PRODUCT DESIGNER

# Hello, I'm Bassma Hefni.

For the past 4 years, I have been helping businesses develop lovable products. I have been working closely with PMs, designers, and business analysts to design digital products people enjoy using. In my spare time, I love to give back to the community by volunteering and by teaching UX design at the institution where I got my post graduate diploma in IT.

## Experience

2022 - Present

Delivery Hero SE - **Germany**  
**Product Designer**  
Full time, Onsite

I work as a product designer in Berlin for Delivery Hero logistics team. I develop interactive demos in Figma, work with product managers, engineers and designers. I am responsible for 2 user groups across 2 products, a web app and a dashboard.

2021 - 2022

Tunninen Oy - **Finland** | Crossworkers - Egypt  
**Product (UI/UX) Designer**  
Full time, Remote

As the sole designer in Tunninen, I develop interactive demos in Figma, work remotely with PMs and engineers to redesign a powerful data management system, and help create pitch decks to attract new clients to buy our products.

2020 - 2021

QPR Software Plc - **Finland**  
**Product Designer**  
Freelance Contract, Remote

I, along with 2 designers, work remotely with engineers and PMs to develop a strategy management system for Dubai2030 plan. We successfully convinced the team to migrate from Sketch + inVision to Figma and have never looked back.

2019 - 2020

Spirula Systems - **Egypt**  
**UI/UX & Graphic Designer**  
Full time, Onsite

I worked in a fast-paced environment where our budding startup won a national competition and reached the seed funding phase. I developed a complex SaaS product along side business analysts, POs and engineers. I also worked on graphic and social media projects,

## CONTACT

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## EDUCATION

2018 - Present  
**Online Courses In UXD**  
Interaction Design Foundation

2017 - 2018  
**Post Graduate Diploma In UXD**  
Information Technology Institute  
Egypt

2010 - 2015  
**BSc. In Architectural Engineering**  
Alexandria University  
Egypt

## SKILLS

- B2B & SaaS design
- Active listening & Pitching
- Mobile & web design
- UX research
- Figma, Sketch, Protopie
- Adobe suite
- Workshop facilitation

## VOLUNTEERING

2020 - 2021  
**Social Media Manager & Resident Artist**  
Makati Camp - South Sinai, Egypt

2022 - Present  
**Design Mentor**  
Adplist.org - Berlin, Germany

## LANGUAGES

**Arabic** Native

**English** Proficient - C2

**German** Elementary - A1