

Ekramy Ali

Senior UX/UI Designer

" I'm focused on creating meaningful experiences through design."

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Work Experience

Al Moammar Information Systems MIS

Senior UX/UI Designer

MAR 2012 - MAR 2021, Al Riyadh - KSA

I work as the UX lead for Al Moammar Information Systems MIS to define digital solutions and transform them into wireframes and high-fidelity

prototype with the right interaction model and evaluate its success.

M-E-S-C / Senior UI Designer

FEB 2011 - FEB 2012, CAIRO

Led design directions and creative team to created a variety of designs for digital products like Drupal themes , web portals and mobile

NUBIX / Web Designer

NOV 2008 - MAR 2011, CAIRO

Worked closely with developers, market team, and sales to produce numerous web solutions for government, companies, and many clients.

Designed & developed (front-end only) a huge number of websites using HTML, CSS, JS, and jQuery.

Sketches / Web Designer

JAN 2008 - NOV 2008, CAIRO

Sketch is a company that specializes in advertising. My mission as a web designer creates a new section for web solutions for the company's customers. I was designing websites interfaces and develop using HTML, CSS, JS and php.

Mohtawa / Web Designer

May 2005 - JAN 2008, CAIRO

My first step in the world of web design as a web designer on Mohtawa co. Designing website interfaces and creating web pages using HTML & CSS .

Honors & Awards

. Digital Excellence Award

Aug 2016 . Ministry of Communications and Information Technology of Saudi Arabia.

Education & Certifications

- Bachelor's of Accounting Faculty of Commerce, Cairo University (1996 – 2000).
- CIW Web Foundations Associate.
- CIW Web Design Professional.

Interaction Design Foundation (IDF) Certifications

- Become a user experience designer from scratch
- Design Thinking: The Ultimate Guide
- Mobile User Experience (UX)
- UI Design Pattern for Successful Software
- User Research – Methods and Best Practices

Skills

- UX: Research

Design Thinking, Empathy Maps, Journey Maps, UX Content Strategy, Solving Problems with UX Design, User Interviews, User Personas, Information Architecture and Evaluating Design.

- UX: Interaction Design

Creating User Experiences, UX Design Patterns, Product Design Systems, Material Design.

- Design:

- Illustration & UI graphics
- Strategy & vision
- User flows
- sketches
- Wireframes & mock-ups with Sketch & Illustrator
- XD & photoshop
- Motion design with Principle & After Effects
- Style guides & pattern library
- UI Design.

- Prototyping:

- Rapid prototyping using Adobe XD, sketch and Figma.

- Research:

- Data analysis (Google Analytics)
- Task analysis & persona hypothesis
- A/B Testing & Experiment
- Cognitive walkthrough.

- Coding:

HTML, CSS, JS (ECMAScript 5), jQuery, Bootstrap, Drupal, Wordpress, php and swift

- Collaboration

- Facilitating design critique
- Self Starter
- Detail-oriented
- Flexible
- Communicative
- Time-management