Mohammad Ali ElHussein

Product Designer - UI/UX

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Beirut, Lebanon

Mohammad ali elhusein
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Profile

Skilled **UI/UX Designer** with a passion for visually appealing and user-centric digital experiences. Extensive experience in **Web** and **App Design**, prioritizing user experience and delivering engaging content. Proficient in design tools, collaborates effectively with cross-functional teams to create outstanding digital experiences.

Skills

UX Research Figma **UX Flow Diagram** Collaboration User Interface **Prototyping** Design System Management **CSS** App Flow Web/App Design E-Commerce FigJam Adobe suite Html Branding

Employment

UI/UX Designer | ET3 Lab (6-2023 — Present)

- Designed various new features intended for production release.
- Guided full-scale redesigns of mobile applications and websites, starting from scratch, with emphasis on enhancing both UI and UX.
- Established a comprehensive design system encompassing components, colors, typography, and UX flow diagrams.
- Enhanced user experience and optimized the admin panel to boost efficiency in tasks performed by Customer Service Representatives (CSRs).
- Revamped RFC (Request for Change) documents company-wide to ensure clarity and coherence across all departments.
- Organized Figma workshops aimed at empowering the tech team to expedite development processes.

UI/UX Designer | Grade Hero (1-2023 — 5-2023)

- Designed intuitive and user-friendly mobile app interfaces tailored for students to manage assignments and university projects efficiently.
- Created visually appealing and functional dashboard layouts that provide students with clear insights into their tasks and deadlines.
- Conducted user research and usability testing to understand student needs and preferences, resulting in optimized user experiences.
- Collaborated with cross-functional teams to iterate and refine app features, ensuring seamless navigation and task completion.
- Implemented interactive features and intuitive workflows to streamline the process of hiring individuals for assignment assistance within the app.
- Leveraged user feedback and analytics to continuously improve app usability and enhance student satisfaction.

Web Projects

E-commerce: Coinnoir.co Mibio.am Zadwatch.com

- Designed and delivered multiple e-commerce websites as a freelance UI/UX Designer.
- Prioritized user-centric design principles to drive enhanced customer engagement and satisfaction.
- Demonstrated deep understanding of user behavior, industry trends, and client requirements.
- Crafted intuitive interfaces and seamless navigation for optimal user experiences.
- Implemented visually compelling designs aimed at increasing conversions and client satisfaction.

Services: carpetondemand.ae Ocean Energy Eclective Dev

- Designed and developed intuitive and user-friendly services websites across various industries.
- Collaborated closely with clients to understand their unique service offerings and target audience.
- Implemented clear navigation structures and engaging user interfaces to effectively showcase services.
- Incorporated modern design trends and best practices to enhance website aesthetics and user experience.
- Utilized user research and feedback to iteratively improve website usability and functionality.

App Projects

Giblox Tikers Teaching App

- Enhanced customer engagement with loyalty apps via features like rewards and personalized offers.
- Optimized e-commerce apps with intuitive navigation and streamlined checkout processes.
- Designed interfaces for product listing, search functionality, and order tracking in e-commerce apps.
- Facilitated communication and resource sharing in teacher-student apps.
- Integrated features such as assignment submission and grade tracking in educational apps.
- Conducted usability testing and refined designs based on user feedback across all projects.

Branding

Lariin Zad watch ElPatron Mibio Sign Design Keys Booking

- Crafted captivating logos that resonate with brand identities and values.
- Curated harmonious color schemes to evoke desired emotions and perceptions.
- Established distinctive typography styles for brand consistency and recognition.
- Produced compelling mockups to visualize brand applications across various mediums.
- Designed professional business cards that reflect brand identity and leave lasting impressions.
- Developed cohesive product designs aligned with brand aesthetics and market demands.

Social Media

Instagram

- Produced engaging and visually striking Instagram posts to captivate audiences.
- Crafted content that aligns with brand identity and resonates with target demographics.
- Utilized creative visuals and compelling captions to drive user engagement and interaction.
- Developed a consistent aesthetic to maintain brand cohesion across Instagram feed.
- Incorporated strategic use of hashtags and trends to expand reach and visibility.
- Analyzed post performance metrics to refine content strategy and optimize engagement.

Languages

- French Full Professional Proficiency
- English Professional Working Proficiency
- Arabic Native

Education

TS2 Electronic

Bir-Hassan institute 2018 - 2020